A CRITIC VISITS THE PALACE THEATRE—

on four consecutive days to find Leo of M-G-M coming through, just as he always does, with HITS! HITS! HITS! in smashing succession.

Here are his observations:-

"TURN BACK the CLOCK"

LEE TRACY—MAE CLARKE

"Highly entertaining and unusual comedy-drama . . . a triumph of technique. Eminently satisfying fare for all types of patrons."

—Daily Film Renter

"HOLD YOUR MAN"

JEAN HARLOW—CLARK GABLE

"Harlow and Gable give superlative performances. Action at concert pitch throughout. Just 'what the doctor ordered' for the box-office, and a certain clean-up anywhere."

—Daily Film Renter

"CROOKS IN CLOVER"

WARNER BAXTER—MYRNA LOY

"High-powered drama—should keep patrons on the edges of their seats until the band plays 'God Save the King.' First-rate box-office proposition in class and popular halls alike."

—Daily Film Renter

"RING UP THE CURTAIN"

ALICE BRADY—FRANK MORGAN—SCHNOZZLE DURANTE—JACKIE COOPER —MADGE EVANS—ALBERTINA RASCH BALLET and 300 Chorus Girls

"Dramatic story of show life—magnificently conveyed—few people will be able to watch unmoved . . . exceptional entertainment for any hall."

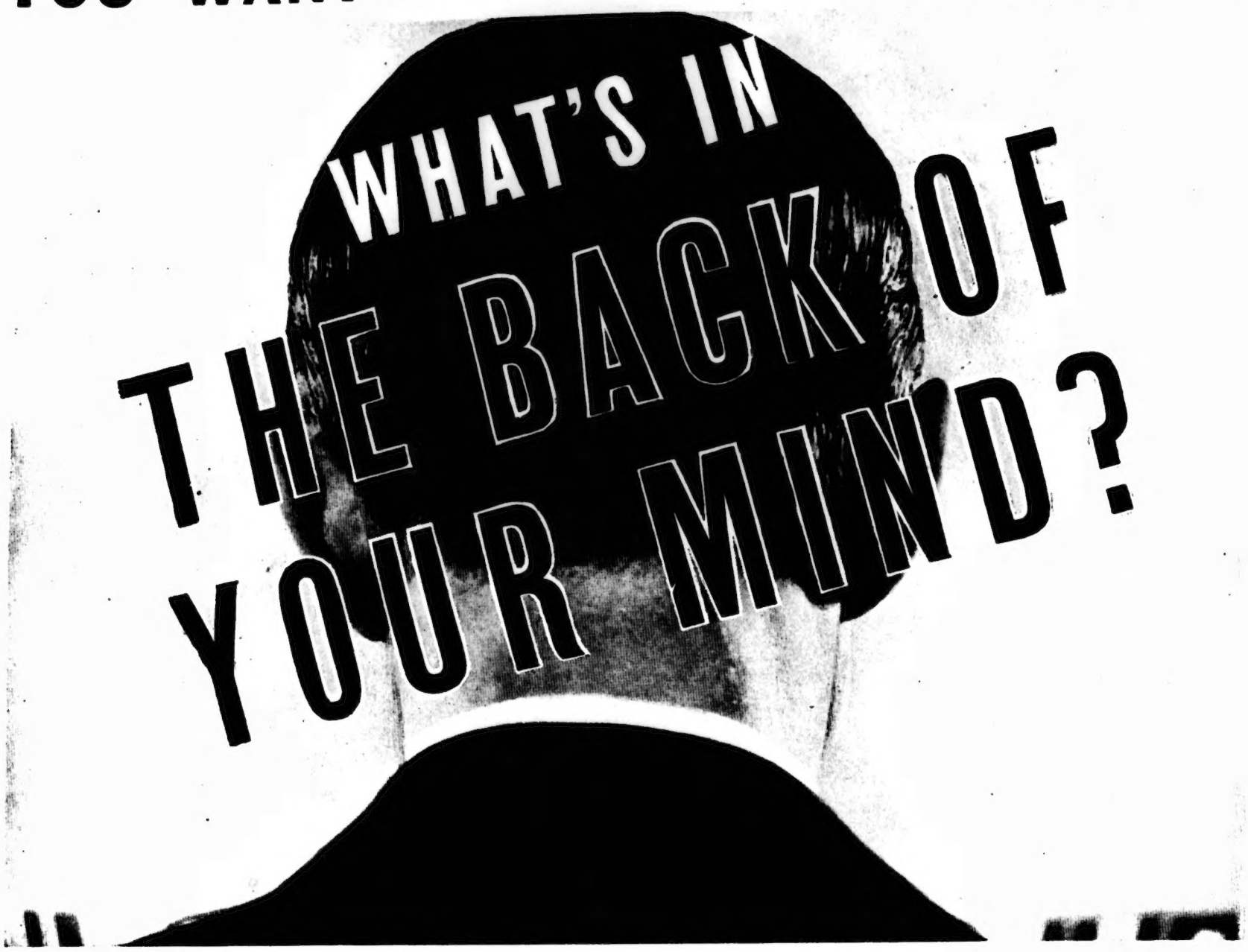
—Daily Film Renter

and right on top of "Dinner at Eight" & "Tugboat Annie"— no wonder exhibitors everywhere are acclaiming

METRO-GOLDWYN-MAYER

The Major Company!

YOU WANT FACTS—WE SELL THEM!



While extravagant plans for future productions clamour for your attention, there is undoubtedly one insistent thought in the back of every exhibitor's mind—

"WHAT ARE WARNERS GOING TO DO?"

That question is...now answered—and answered in a way that will increase still further the new confidence with which Warner Brothers have inspired the trade ● But, right now, we believe it would be little short of criminal to neglect the proper promotion of the kind of pictures Warner Brothers have already given you for release in the next few months ● Because we honestly feel that these shows are superior to any ever released by any company, we have purposely delayed our announcement of new product so that you may concentrate that full time and effort upon the widest exploitation of their profit-producing possibilities ● We believe sincerely, it is to your best financial interest to devote every waking hour to the strongest possible promotion of such pictures as...THE KEYHOLE...PICTURE SNATCHER...WORKING MAN NARROW CORNER...BABY FACE...all due for release in the course of the next few months ● WARNERS PROMISE NOTHING ● WARNERS ASK YOU ONLY TO BUY...ON FACTS

YOU CAN "BANK" ON WARNERS!

THE NUMBER ONE COMPANY with THE NUMBER ONE PICTURES for NUMBER ONE SHOWMEN

Brighton & Dundee CEA Meetings

See pages 5 & 33

Kinematograph WEEKLY

No. 1381 Thursday, October 5, 1933 Vol. 200

Increased Studio Activity

See page 33

APPEAL FOR INCREASED S.O. GRANT FOR C.T.B.F.

Deputation to Discuss New Rules of Management

LONDON EXHIBITORS TO MEET L.C.C.

A DEPUTATION of London exhibitors is to wait on the L.C.C. to urge an increase in the amount allotted from Sunday Opening to the Trade Benevolent Funds. The situation arising from the adoption by the L.C.C. of the Home Office model conditions was also discussed at the last meeting of the Executive Committee of the London and Home Counties Branch, at which J. Alexander presided.

Arthur Taylor, the secretary, reported, with regard to the emergency meeting of the Executive Committee held on August 9, when the following resolution was passed :—

> **"That the members of the London and Home Counties Branch of the Cinematograph Exhibitors' Association, having received a report from both the Goodwin Memorial Fund and the Cinematograph Trade Benevolent Fund of the serious depletion in monies derived from Sunday kinematograph entertainments in the L.C.C. area, view with alarm the consequent curtailment of assistance afforded to destitute and distressed members of the cinematograph industry. Accordingly, the licensees represented beg of the London County Council to reconsider the maximum amounts receivable by the two funds in the hope that the serious curtailment of the work undertaken may be obviated."**

The Chairman reported that representatives of the Goodwin Memorial Fund, the Cinematograph Trade Benevolent Fund, and the vice-chairman and himself of the Branch would comprise a deputation to the L.C.C.

Sunday Opening

On the motion of the Chairman, seconded by T. H. Fligelstone, a Report on Sunday Opening matters was received. Reference was made to the difficulties encountered by exhibitors opening on Sundays in the Surrey County Council area in complying with the conditions laid down, and it was agreed to call these exhibitors together at an early date.

It was further reported that the East Ham Borough Council had decided to delete from their Sunday opening licences a clause requiring the submission of a certified balance-sheet of Sunday trading.

Home Office Conditions

With regard to the supplemental category board, in accordance with the new Rule of Management of the London County Council, the branch had suggested that the size of the board should be 36 in. wide and 6 in. in depth, and the council had asked the branch to communicate with the manufacturers of category boards in order that uniformity in the size and style of the boards may be obtained.

The Committee proceeded to discuss the following new Rule of Management of the London County Council, which, although not operative until January 1, 1934, the Committee had already agreed should be put into operation as soon as possible :—

> "Every poster, advertisement, sketch or synopsis of any film passed by the British Board of Film Censors which is displayed, sold, or supplied, either inside or outside the premises, shall indicate in a clear and legible manner the category "A" or "U" in which the film has been placed by the Board."

The Chairman explained that the majority of licensing authorities were adopting the new Home Office model conditions which contain the condition already quoted, and after discussion, it was agreed to circularise the members, calling their especial attention to this condition, and suggesting to make for uniformity, that every poster, advertisement and other publicity matter should contain the category of the film so advertised in a circle.

Upon inquiry, it was found that the category of the film was not always included in the advertising matter put out by the renters, and the secretary was instructed to

(Continued on page 20)

B.I.P. PREFERENCE SHARES

Offer of 6 per cent. and Bonus

FOLLOWING protests by the holders of the £250,000 8 per cent. Cumulative Preference shares in British International Pictures, Ltd., at the company's amalgamation meeting last week, the Directors have now formulated an additional scheme whereby holders of these shares are offered 6 per cent. First Cumulative Preference shares

In a circular to these shareholders, the Secretary states that he has been instructed by the Board to inform them that the directors have had a number of letters from holders, sugesting the course now proposed.

The same opinion was expressed by several shareholders at the extraordinary general meeting, and the Board feel that there is a general desire to this effect.

The Board have also had a definite proposal put to them by several Trust Companies and other holders of large blocks of the 8 per cent. Preference shares, to which they feel they agree and recommend to the shareholders as a whole.

Amalgamation of Preference Shares

The proposal is that the two classes of Preference shares be amalgamated, and that the holders of the 8 per cent. Cumulative Preference shares shall receive a bonus distribution of one £1 6 per cent. First Cumulative Preference share for every ten £1 8 per cent. Cumulative Preference shares held.

The dividends on the 6 per cent. Preference shares, including bonus shares, is to accrue as from October 1, 1933, and to be accepted in lieu of the dividend accrued on the 8 per cent. Preference shares.

£14 Loss

The net effect of the scheme, which gives the 8 per cent. Preference shareholders equal status as regards security with the 6 per cent. Cumulative Preference shareholders, is a loss of income of £14 per annum for every £1,000 invested in the company. The holder of £1,000 in 8 per cent. Preference shares at present receives a gross dividend of £80 per annum. On his new holding of £1,100 in 6 per cent. Cumulative Preference shares he will receive a total gross annual income of £66.

Notices are now sent out, calling a meeting to effect this plan. It is further stated that, should it be agreed, it is further proposed that the existing unissued 250,000 8 per cent. Preference shares be converted into 1,000,000 Ordinary shares of 5s. each. The authorised capital will then consist of only two classes of shares, namely:—

£1,750,000 divided into 1,750,000 6 per cent. First Cumulative Preference shares of £1 each; and

£1,750,000 divided into 7,000,000 ordinary shares of 5s. each.

£3,500,000.

B.K.S. AWARDS

Kine. Scholarship

The decision of the Advisory Committee with regard to the award of the *Kinematograph Weekly* scholarship at the Polytechnic, Regent Street, has now been announced. This entitles the student to a course of technical training in kinematography, as organised by the British Kinematograph Society, and on the entrance examination the most successful applicant was P. J. Davis, who obtained the following marks :—

	Per cent.
Mathematics	80
English	60
Heat and light	93
Magnetism and electricity ...	78
Chemistry	86

This means a total of 397 marks, and indicates a very promising student. The value of the course of instruction will soon be realised as the first students complete their work and enable the technical chiefs of the business to appreciate the work done by the B.K.S.

CARL LAEMMLE

UNIVERSAL TO PRODUCE IN EUROPE

C. LAEMMLE'S PLAN FO. REGULAR BRITISH OUTPUT

AN important outcome of the Conference of Universal Executives convened by Carl Laemmle in Paris is the decision for production in both London and Paris.

Elaborate production plans in Europe were discussed over the week-end, and in a statement on Tuesday to the *Kine.*, S. F. Ditcham declared that this will be on a large scale. Far from merely complying with Quota requirements, the pictures it is proposed to produce in England will be in the big class and will have prominent places in Universal's world-wide release schedule. A regular output of English-made pictures will be assured and there should be but small delay in commencing production. Mr. Laemmle looks forward to combining the best technicians of Hollywood and London in the making of his films here.

"I was very happy to find Mr. Laemmle in very good health and full of optimism not only regarding the Industry generally, but also as regards Universal's high position in the production field with such pictures as 'S.O.S. Iceberg,' 'Only Yesterday,' 'The Invisible Man,' 'Counsellor-at-Law,' 'By Candlelight,' and others. Universal has never produced such outstanding entertainments."

One of the biggest films in Universal's autumn production schedule is to be made in Paris. It is Jan Kiepura's starring debut for Universal in "A Song for You," with Marion Nixon, recently arrived in Paris, as his leading lady.

Laemmle in London

Mr. Laemmle's many friends in this country will be interested to learn that after a few days in Zurich, he will be visiting London before returning to New York.

Mr. Ditcham was accompanied on his return from Paris yesterday by Charles E. Ford, managing director of the Universal News-reel in America, and David Bader, Universal's European story and play bureau chief.

BRITISH PICTURES IN CANADA

25 per cent. of Programmes

Programmes of the Famous Players Canadian chain in 1933-34 will include twenty-five per cent. of British pictures.

This statement has been made by N. L. Nathanson, president of the circuit. He argues that, in the long run, more money will be made for all concerned than under a higher U.S. film percentage for the 200-odd theatres of the circuit.

Sold on British Films

The argument is advanced that the Canadian public is now sold on the better type of British product, largely through Nathanson's own campaigning for several years, which policy, it is claimed, probably killed the agitation for a quota law in the Dominion.

British films cut into U.S. bookings, but it is argued only second-grade American features are hit. Constant quality, through wider choice of available first runs, whether from the States or England, is what will return profits here, it is argued.

More Pictures

Last year 430 features were imported into Canada, of which 50 were English and 50 were French. Import figures for 1933 will undoubtedly show a greater number of British features, judging by the present pace.

Colour Films with Stereoscopic Effect

REMARKABLE CLAIM FOR NEW DISCOVERY

Liverpool Experiment

BIG claims are made for a system of colour-stereoscopic films in which a group of Liverpool business men are interested. They have aroused much interest, for already both British and foreign film concerns are negotiating for rights.

Meanwhile, a company known as Omnicolour, Ltd., has been registered. Ordinary panchromatic film is used, treated after exposure and then shown in the ordinary way. Colours are reproduced with fidelity and there is a pronounced stereoscopic effect.

On Monday, the *Kine.* representative invited John Davis, of Regent Road, Liverpool, who is technically and financially interested in Omnicolour, Ltd., to describe the new technique, its possibilities and how it is proposed to exploit it.

Mr. Davis said it was not desirable to go into details at present, though he would be able to reveal technical details by the week-end.

Experiments had been made in the projection-room of the Regent Kinema, Crosby, and after the day's shows, stereoscopic films had been run through the projectors used for the ordinary film stock.

Possibly in the near future one of the new films will be shown to a Regent, Crosby, audience—as a surprise.

A New Colour Medium

Much of the pioneer work has been done in a Liverpool dockside laboratory, where tests have been made with a chemical compound extracted from a wild flower and mixed with other chemicals to make the emulsion for the colour film.

The invention, it is stated, has revealed one astonishing result—it makes many of the thinner garments worn by women appear transparent, as flesh tints show clearly through thin and flimsy fabrics.

The screen traps not only light and shade, but the actual colours. Another claim is that good films can be made in a fog. That, however, has yet to be proved.

No More Expensive

A point of interest is that film production is as cheap and as speedy as with ordinary black and white film. It is understood that the film has to be run through a special bath while being developed and printed, to produce the colours.

Who the actual inventor is, is not disclosed. He is stated to be a German, who has been working in close collaboration with two or three others on the idea for the last two years.

A Showman's Verdict

The *Kine.* man asked J. H. Tomkinson, manager of the Regent, Crosby, to give his impressions, as a showman, of the demonstrations he has witnessed.

"Such films as I have seen have been excellent," he said. "I go so far as to say they are better than anything in colour I have ever seen. The colourings are perfectly natural, in addition to which there is a stereoscopic effect. I have no hesitation in saying that the invention is going to be a revelation to many.

"There has been a great deal of intensive research to achieve colour perfection. At one time it was found that the new colour films caused a flickering picture, just as in the old far-off days of silent films; that trouble has been effectively corrected.

"Films were taken of the gorgeous masses of colour at the Southport Flower Show. Nothing could be more beautiful, for sharp effect, plus the perfectly natural colour."

DR. IVES' PICTURES IN RELIEF

Inventor's Lecture to R.P.S.

Dr. Herbert Ives, the eminent technician of the Bell Laboratories, of New York, whose stereoscopic system was described and illustrated by the *Kine.* in May last, is in England, and on Tuesday lectured to the members of the Royal Photographic Society at its headquarters in Russell Square. He mentioned that recently an experimental demonstration had been given of motion pictures in relief.

The pictures were taken by a new form of camera embodying a large diameter concave mirror, the various elements of which viewed the object from a wide range of angles. The projection of these pictures as motion pictures in relief had been accomplished by mounting a series upon a continuously rotating metal disc, illuminated by a flashing lamp.

The extreme accuracy of registration required in projection and the overall complexity of the process made its practical application to film appear remote. This development did, however, constitute a sound scientific solution of the problem.

A

Henry Edwards and Chrissie White in GENERAL JOHN REGAN (U.A.)

Thursday

General John Regan (*U.A.*)

Cambridge Theatre. **8.45 p.m.**

"General John Regan" is a renewal of the most famous and popular partnership in British screen history. Henry Edwards and Chrissie White can trace their partnership to the early days of silent films, when screen careers began before the players were in their teens. The new film is B. and D.'s answer to those who say that not enough British pictures are made out of doors. The story centres upon life in a small Irish village, and the various characters' natural meeting place is the village square. It is there that much of the action takes place. Authenticity was obtained by sending a complete B. and D. unit to County Down.

All the characters in the film are Irish, with the exception of two English people and one American. Henry Edwards, who also directed the picture, stars as an Irish doctor, the moving spirit in his village's plan for honouring a mythical "local boy who made good." Chrissie White plays opposite as the daughter of a local Major. Ben Weldon is the American, whose inquiries about General John Regan's early days make the village decide something important should be done to honour so illustrious a son. The real humour of all George A. Birmingham's work is one of character. The story is virtually a re-creation of a small village community—like any other country society, but Irish to boot, so that to the idiosyncrasies of the average countryman are added the peculiarities of the Irishman.

First and foremost there is Dr. O'Grady, played by Henry Edwards—"the light-hearted Dr. O'Grady"—who persuades a whole township against its will that it gave birth to a general who became the liberator of Bilovia. He is the type of Irishman who is never beaten by any circumstances, and who regards truth-telling as an expedient to be resorted to only in crises. Then there is Major Kent (David Horne), a retired military gentleman, bluff, suspicious and pugnacious. Doyle (Fred O'Donovan), the innkeeper, is slow-witted, except where there are possibilities of gain, for behind his shaggy moustache and eloquent eyebrows resides a brain fertile in conceiving methods of charging five shillings for a three and sixpenny lunch. Golligher (W. G. Fay), the newspaper proprietor, is wary, argumentative and quick to scent disloyalty to Ireland—but happy to get a free leader and a gala day out of a mythical hero. Mary Ellen (Pegeen Mair) is a laconic and leisurely maid-of-all-work in the hotel—and her vocabulary is limited to the words, "Oi might!"

It is the interplay of these interesting types which makes "General John Regan" unusually vivid entertainment.

Friday

He Knew Too Much (*Pathe*)

Phœnix Theatre. **3 p.m.**

The next Pathé offering, the Trade show of which takes place at the Phœnix Theatre on Friday, October 6, is "He Knew Too Much," a Monogram picture which seems destined to take its place among the unique offerings of the season.

The opening of the picture presents a prisoner, alone to suffer the extreme penalty of the electric chair. He is about to confess to the name of the instigator of the murder for which he is sentenced, when, as he is about to utter it, he falls forward, dead. He has been killed, swiftly, silently, by a poisoned dart.

Who hurled that tiny dart? A girl journalist (Peggy Shannon) is determined to probe the mystery, and offers her help to Police Inspector O'Brien (Preston Foster). Between them they unearth one of the most fantastic, ingenious plots that ever fluttered a modern city.

It is a story that will leave a decided impress on the mind. The supporting cast includes Ray Walker, Hobart Cavanaugh, Barbara Barondess, Paul Porcasi, Harold Waldridge, and Bryant Washburn.

Paramount Short Features

Carlton. **10.30 a.m.**

A representative programme of Paramount's new programme of short features will include "Jazz a La Cuba," a one-reel musical act, featuring Don Aspiazu. "Jabs and Jolts" is a Sports-Eye View subject dealing with boxing and wrestling. "Betty Boop's Birthday Party" is a surprise party arranged for the little cartoon star, with sex-appeal by her animal friends.

"The Pharmacist," a Mack Sennett comedy featuring W. C. Fields, "Moonlight Fantasy," presents Vincent Lopez and his orchestra in a musical act with a novel scenic background, and Paramount Pictorial No. P2-12 will also be shown.

LONDON TRADE SHOWS

New Offerings to be Screened between Thurs., Oct. 5 and Wed., Oct. 11

Tuesday

One Sunday Afternoon (*Paramount*)

Carlton. **10.30 a.m.**

Gary Cooper, star of "Farewell to Arms," brings to the screen a superb characterisation in "One Sunday Afternoon."

As the swaggering, blustering small-town dentist of an older and gentler generation, Cooper's performance is said to be well-nigh perfect. He falls wildly in love with the enticing Fay Wray, who prefers his friend, Neil Hamilton, whom she marries, while Cooper is awaiting her on a park bench. To cover his heartbreak, Cooper marries another girl, Frances Fuller, who adores him.

It is a one-sided marriage, however, and for years the memory of Fay still burns in Cooper's mind.

Hamilton and Fay come back to town on a business visit, and Hamilton goes to Cooper's surgery to have a tooth extracted. As Cooper administers the gas, the memory of how Hamilton stole his girl and had him sent to jail for two years for no apparent reason wells up in his mind, and he momentarily ponders on his rival's helplessness—but the exciting climax is far from the expected outcome.

The supporting cast includes Roscoe Karns, as the wise-cracking village sign-painter, and Sam Hardy, as the itinerant tooth-extractor; they are hilariously funny. Stephen Roberts directed. Much of the action takes place during the end of the last century, and the costumes and atmosphere of that glamorous period are exceptionally well produced.

"Boilesk," a Paramount screen song, featuring the Watson Sisters, will also be shown on Tuesday morning.

S.O.S. Iceberg (*Universal*)

Cambridge Theatre. **8.45 p.m.**

"S.O.S. Iceberg," Universal's epic drama set in Greenland, the making of which entailed over a year's camera-work with a full Hollywood and European film company in Greenland, is to be presented to the English Trade at the Cambridge Theatre, W.1, on Tuesday, October 10, at 8.45 p.m.

This announcement was made on Saturday by S. F. Ditcham, managing director of Universal, who expressed the view that "S.O.S. Iceberg" will prove a sensation.

"I have not the slightest doubt," Mr. Ditcham states "that the picture will go down in film history. At its Hollywood preview critics were inspired almost to hysterical praise. They stated that 'S.O.S. Iceberg' contained scenes that had no equal on the screen. Rod La Rocque and Tay Garnett, in the star and director's rôles, respectively, come in for high praise.

A Pioneer

"There is one thing that stands out as regards this picture," said Mr. Ditcham. "No producer has ever gone to the trouble and expense—like Carl Laemmle has—in making it. He invested a large fortune in it. He financed a complete film unit—including a star cast, first-class technicians, sound equipment, and so on—and a scientific expedition; had a scenario prepared in Hollywood and said 'Au revoir' to the 'S.O.S. Iceberg' company, which then disappeared from civilisation for over a year.

"They came back after experiencing the most incredible adventures in making the film, and the screen story they brought with them beggars description. In the majestic, awe-inspiring and always beautiful background of the Greenland glaciers, icebergs, and snow fields, is set a tremendous drama that makes 99 per cent. of present-day dramas pale into insignificance.

A Unique Characterisation

"A particularly fine cast is featured, with Rod La Rocque, Gibson Gowland, and Leni Riefenstahl, the beautiful star of 'The Blue Light,' in the leading rôles. La Rocque has certainly been missed from the screen while he has been making this picture, and, following his return to Hollywood—and his outstanding part in 'S.O.S. Iceberg'—he should occupy a unique position on the screen as one of the greatest stars of the hour.

"I make a special point of asking for early application for Trade show seats. The presentation of 'S.O.S. Iceberg' will take place at the Cambridge Theatre, which has only a limited capacity, and early applications will greatly assist arrangements."

Wednesday

Bureau of Missing Persons (*First National*)

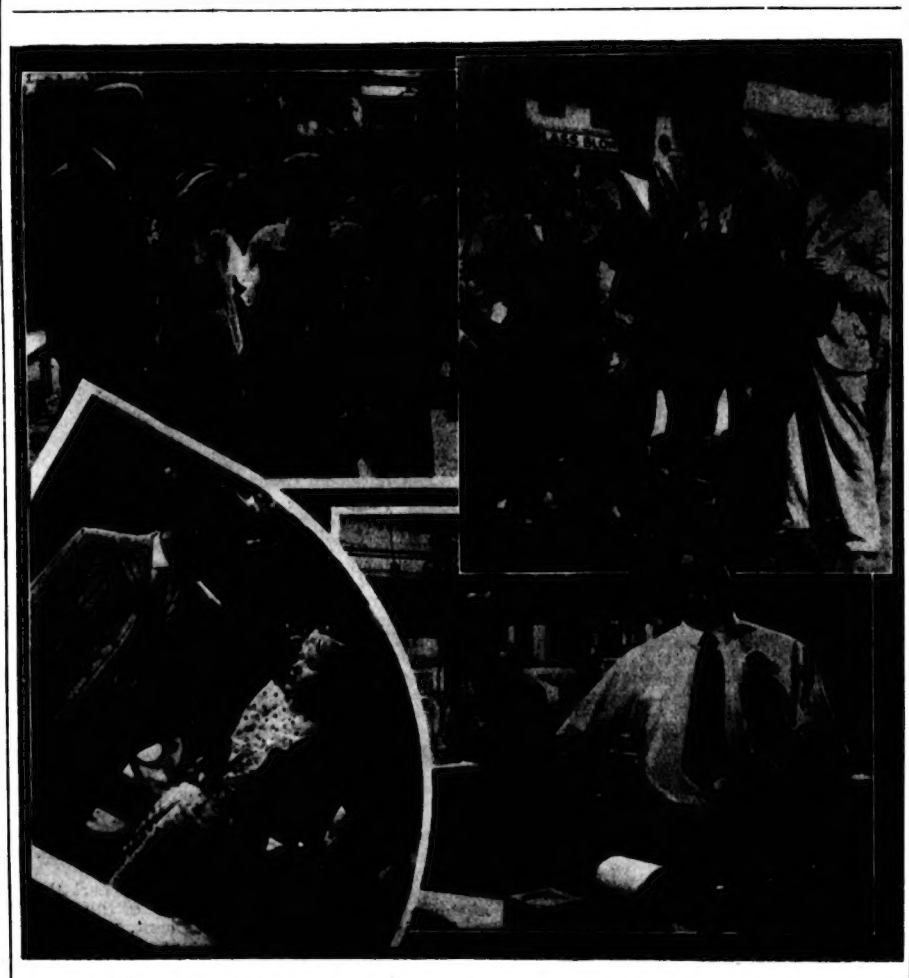
Cambridge Theatre. **8.45 p.m.**

An unexploited branch of police work will be presented in "Bureau of Missing Persons," which recalls many cases of famous persons who have unaccountably disappeared, and gives in picturised form the experiences of Captain John S. Ayers, for the past 15 years chief of the New York City Bureau of Missing Persons.

Although a gripping and dramatic story runs throughout the length of the picture, considerable footage is also devoted to actual cases of persons who have disappeared being found and returned to their families. The actual workings and organisation of the Bureau is graphically presented. In the experience of Captain Ayers, most missing persons vanish voluntarily in an attempt to escape something that has grown intolerable or too hard for them to solve. Comparatively few persons are missing against their will, in spite of the alarming increase in kidnappings during the past few years.

Figures show that more married women disappear than do single ones, generally because they are married to husbands who "don't understand them." More adults disappear than juveniles, and wanderlust is a common cause, particularly for men's disappearances. The foregoing facts are demonstrated pictorially in sequences of the picture, in which Bette Davis appears in her most important rôle, and gives what is regarded as a genuine starry performance.

Lewis Stone takes the rôle of the chief of the Missing Persons Bureau, the counterpart of Captain Ayers, while Pat O'Brien, Allen Jenkins and Charles Wilson are seen as the principal detectives attached to the bureau. Glenda Farrell, who has shone in a number of important rôles in recent productions, is also prominently cast, and other well-known players are Ruth Donelly, Hugh Herbert and Alan Dinehart. The picture was directed by Roy Del Ruth.



Scenes from ONE SUNDAY AFTERNOON, which Paramount is Trade showing on Tuesday. Gary Cooper and Fay Wray are featured

Pat Paterson, heroine of THE RIGHT TO LIVE, Fox's first full-length British feature which will shortly be Trade shown

BRILLIANT BRITISH PICTURE PROMISED BY FOX

"THE RIGHT TO LIVE"

THE Fox Trade show of the Albert Parker picture, "The Right to Live," fixed for October 6 at the Cambridge Theatre at 8.20 p.m., will be postponed. The new date will be announced shortly.

The cast includes Davy Burnaby, in his first "straight" rôle, Richard Bird, Pat Paterson, Francis Sullivan, Frank Atkinson and Lawrence Anderson.

It was produced and directed by Albert Parker, who directed Douglas Fairbanks in "The Black Pirate." Gordon Wong Wellesley, who has been writing stories for Fox in America, wrote the original screen play.

It is described as a powerful drama, the central character of which is a director of a chemical research company. On discovering a compound which will neutralise poison gas, he decides not to exploit his discovery for gain, but to offer it to humanity.

A financial shark gets hold of the information by blackmailing the company's office manager, in whose power he is, robs the safe, discovers the secret of the invention, and acquires a controlling interest in the company. The scientist's co-directors, seeing big money to be made, side with the financier and agree to sell the formula to the highest bidding nation. In retaliation, the inventor threatens to divulge the formula before the Royal Society.

The financier, faced with ruin, plans to kill him, but, in a thrilling climax, he is outwitted by the resourcefulness of the admirer of the scientist's daughter and himself falls a victim to his plot.

There is a strong romantic element in the love story of the daughter and the young man who plays an important part in the unfolding of the story.

NEW SCHEDULE

STARTED BY FIRST NATIONAL

The First National Studios at Burbank are now working at full pressure on a number of attractive new pictures for release during the forthcoming season.

Edward G. Robinson is working on "I Loved a Woman," adapted from "Red Meat," a story of the Chicago meat-packing industry, by David Karsner, author of "Silver Dollar." In this production Robinson is supported by Kay Francis and Genevieve Tobin. Another interesting member of the cast is E. J. Ratcliffe, the well-known British actor.

In "I Loved a Woman," Edward G. Robinson has the rôle of the head of a big meat-packing concern, involved in a great scandal which came to light during the Spanish-American war. This scandal was revealed by the late Theodore Roosevelt and was publicised by Upton Sinclair's world-famous novel, "The Jungle," which revolutionised the meat-packing industry of America.

Richard Barthelmess, who has already had great success when portraying Chinese characters, is again working on a picture of this description, entitled "Shanghai Orchid."

Joe E. Brown's next comedy will have a naval background and the comedian will be seen as a son of the sea.

Ruth Chatterton's next production, in which she is supported by her husband, George Brent, will be "Female," adapted from the novel by Donald Henderson Clarke.

"LADY FOR A DAY" IN PROVINCES

Successful Trade Shows Reported from Branches

"Lady for a Day," the Frank Copra production which Columbia put over so successfully at the Dorchester, has gone over just as well in the company's provincial branch centres.

Reports from branch managers indicate that the Trade shows were attended by exhibitors *en masse*, and great interest was shown in Columbia's initial showing under their own banner.

Further Trade shows are being held in Nottingham and Bristol, the latter town showing "Lady for a Day" and "The Wrecker" on Sunday afternoon (October 8).

DEVON URGES REVERSION TO PRE-SNOWDEN TAX

Arbitrators Award Contract Supported

DEVON and Cornwall Branch, at the first meeting at Plymouth (on September 26) after the holidays, welcomed several new members among the best attendance for a considerable period. "Some of them," said the CHAIRMAN, "have come considerable distances, and one a great distance, and members within a narrower area realise that their new friends cannot attend frequently. But if at any time they want any assistance or information regarding any difficulty with which they may be faced, if they will write to the Secretary or myself either of us will be pleased to advise them."

It was decided to support the Northern Branch on its suggestion to the General Council that they should endeavour to secure an Arbitrators' Award Contract as the new standard contract.

The Tax

The CHAIRMAN, raising the question of the Entertainments Tax, said the General Council was shortly going to start a campaign for revision, and would value suggestions.

H. HARCOURT (Devonport) urged that they should concentrate on a campaign for abolition up to sixpence. Hundreds of exhibitors paid the tax themselves, not because they wanted to, but because they are forced to by the effort to meet the economic condition and the unemployment in their areas.

H. WATKINS suggested a percentage being taken in tax from the gross takings.

C. BUROW said his suggestion was that the Entertainments Tax as now operated should be abolished and a super tax put on the Kinema Industry's actual income. That would not penalise the kinema as was done to-day. They would have to go on takings, not profits.

The CHAIRMAN did not think the Government would legislate for one section of the community in relation to the Entertainments Tax, but possibly they might be made to realise that they were crippling the kinema business, and then make some reduction.

H. WATKINS asked whether support for reduction of the tax came only from the Socialists.

The CHAIRMAN replied that they had support all through the House, but members said, "We accept your figures, but you have to realise that the position of the country and state of the national finances are such that we cannot vote against the Government."

The SECRETARY pointed out that Capt. Guest, one of the Members for Plymouth, actually moved the amendment in favour of revision.

H. HARCOURT was against fighting for the 2s. 4d. seats at this stage. The man who could pay 2s. 4d. could equally afford 2s. 6d. There were hundreds of kinemas where the top price was 6d., houses owned by the independents, whom they wanted to help first of all.

The CHAIRMAN said that last year they sought abolition up to 6d. He thought this year to go out for a remission of the additional taxes put on when the last change was made.

JOE TAPLEY (Totnes) asked how they could expect the Government to accept that the Industry was in such a poor state when at the same time they saw new kinemas springing up like mushrooms.

The CHAIRMAN: Many exhibitors have been badly hit. I know one whose former takings were from £100 to £125 a week, but who for many weeks has not averaged £40.

The Bogus Charity Show

C. BUROW said it was not fair that kinemas should have to pay so heavily, while dances, cabaret shows and similar things got away free under the guise of charity.

Some so-called charity shows which got exemption from Entertainments Tax did so by swindling. If such affairs were taxed there would be a greater revenue, and consequently greater possibility of relief for the Kinema Industry. In a small town it was common for a small kinema to take no more than £30 in a week, while a dance would produce £30 in a night, but while the one was taxed the other went free. That was wrong, he said, they needed equality of taxation.

H. WATKINS suggested that the exhibitors of each area should round up their Member of Parliament and put pressure on him.

C. BUROW: I interviewed my M.P. and he promised he would vote for a reduction, but he found he was up against a dictator, the Chancellor of the Exchequer.

W. GARRANT GILLEY hoped there would not be any more tax propaganda films. That was a sheer waste of money.

C. BUROW said he would not stress the abolition of the system of exemption for charity if he did not know it was a source of swindling. He believed that Inland Revenue officials took the same view, because they had had to call people to book for cooking their accounts. A large number of people attended these dances merely as spectators. They did not provide their own entertainment but were being entertained; therefore, the show should be subject to tax.

H. HARCOURT moved and C. BUROW seconded that the Branch recommend that the Entertainments Tax Committee should go out for a revision of the tax by reverting to the scale operating previous to the Snowden changes. This was carried.

The Northern Suggestion

The Secretary of the Northern Branch wrote in regard to a new standard film contract:—"At a meeting of this branch," he proceeded, "the delegates reported that no progress appeared to be made in the new standard contract which is being considered, the solicitors on each side being unable to agree on the terms thereof.

"This fact made it evident that it was very likely that if they could not agree on terms now they probably never would, and this appeared to them to be ample evidence of the necessity for a contract being made on the lines of our original suggestion, that is, an arbitrators' Award Contract."

The CHAIRMAN said at the last meeting of the General Council Norman Hart reported that for the moment he could get no further on the preparation of a new standard contract. The solicitors to the renters would not give way; neither would he.

H. HARCOURT moved and H. WATKINS seconded that the Branch support the suggestion of the Northern Branch, and this was carried.

B.O.T. Licences

The CHAIRMAN called attention to the fact that applications from exhibitors for their new Board of Trade licence should have been sent in with a cheque for £1 in each instance instead of £1 1s. as heretofore. They had also to send in their returns by the end of December, and it was as well to get on with it, because if they got behind they might experience serious trouble.

C. BUROW: I find sometimes the length of shorts is not given either in the contract or invoice, and then it needs a good deal of time searching for the information. I move that a letter be sent to the renters asking whether it is possible to arrange for the registered number and length of each film to be included in the contract.

H. WATKINS seconding, it was carried.

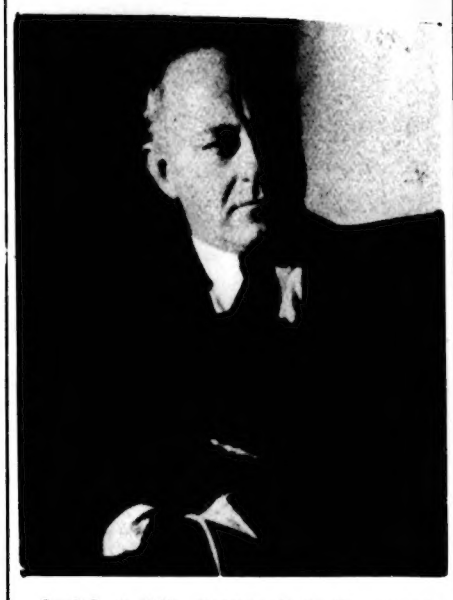
Equipment and Income Tax

In regard to the assessment for tax of talkie apparatus, the CHAIRMAN said it was clear that users who bought their installations on the hire-purchase system would have to pay income tax on the capital value of the plant. They would probably be made a small allowance for the extra percentage it cost them because they were making their payments over two or three years, but outside that they would find themselves assessed.

If the time had come to do so, it might be advisable for an exhibitor to admit his liability and ask the Inland Revenue inspector to spread the payments of the amount of tax over two or three years.

If the total payments amounted to £500. it could be taken for granted they would allow £40, bringing the capital costs down to £460.

The ruling of the Inland Revenue Board is that this is capital and not revenue, and they will bring you in for tax each year on the amount hitherto deducted.



Cecil B. de Mille, director of the Paramount attraction, THIS DAY AND AGE, reviewed on page 18

Sliding Scale Film Hire Policy

West Country Action

Renters' Increasing Demands

REPORTING on the suggested film hire sliding scale at last week's meeting of the Devon and Cornwall C.E.A. branch, the CHAIRMAN, Major A. O. Ellis, said he recently had a chat with Victor Davis, and it was arranged that the Devon and Cornwall resolution should be withdrawn and that Mr. Davis's should go forward. A sub-committee was formed, of which he (the Chairman) was a member. The sub-committee met, but almost every member present had different views of a sliding scale, and when there were such differences it was very difficult to hammer a definite scheme into shape at a single meeting. If any members had ideas in regard to a sliding scale he would be pleased to receive them. It might be helpful.

H. WATKINS (St. Austell) said his experience was that renters were inclined to tighten up their charges instead of making concessions.

The CHAIRMAN: How far are you booking ahead?

H. WATKINS: Into February.

The CHAIRMAN: You have really no keen opponents in your own town or immediate district. If you closed your books now until the end of January you would find by that time that films had come down 10 per cent. Have you ever tried sending representatives away without booking anything?

H. WATKINS: Yes, and they stay away.

C. BUROW (Tavistock): That is my experience. He felt that since exhibitors had complained about prices exceeding 40 per cent. renters' representatives came to them with the statement that that was the figure fixed by the C.E.A.

He had found firms from which hitherto he could get films at 25 per cent. now asking for 33 and 40 per cent. Other firms had done business on the old terms.

The CHAIRMAN said if exhibitors were not hungering for films they would get them more advantageously. After all, the price of an article was fixed by the buyer in the long run.

SCREENING OF CENSOR'S CERTIFICATES

REGULATION TEN SECONDS INSISTED UPON

L. W. CREWS (Exeter) wrote that as he would be unable to attend the Branch meeting he would like the secretary to bring before it the fact that the Exeter authorities now demand that the Censor's certificate shall be on the screen for not less than ten seconds, and that very shortly they would be coming round with stop watches to see if this is being carried out.

He had written to his renting firms asking that as the police were making a strict point of this that they would see that each copy they sent him had a sufficient length of film to meet the new regulation. He had so far received only one reply, which stated that he could be assured that the firm had safeguarded this matter for all future films. He suggested that it should be officially put before the renters by the Branch, as that would carry more weight.

E. HOUSE (Exeter), writing on the same subject, said that the regulation exhibition of the Censor's certificate for ten seconds is not possible with the major portion of the films to-day. "We recently had an official who sat through the whole programme and used a stop watch to time these certificates," he added, "with the result that a complaint has been made to us that we must see that the condition is carried out. The alternative is to use a slide for each film.

"This week-end we had a film where the certificate lasted nine seconds, and we had to prepare a slide to exhibit for one second to make up the specified time. I think if the matter were laid before the K.R.S. something to overcome this difficulty could be arranged."

The CHAIRMAN suggested that the best course would be for the Secretary to write to the General Secretary asking him to get into touch with Mr. Hill of the K.R.S. The renters would have lost heavily had the Liverpool regulation in regard to "A" films been imposed at Exeter, as was first suggested, and as the Branch had succeeded in preventing this it was an argument why the renters should now meet the Branch on this matter of the Censor's certificate.

The Chairman's suggestion was agreed to.

"A." & "U." Films in Cornwall

IMPORTANT MODIFICATIONS SECURED

General Council Congratulations

Important successes in securing modifications in regulations proposed by the Cornwall County Council and the Exeter City Council were reported as being the result of Branch intervention in the course of the Devon and Cornwall branch meeting.

The SECRETARY reported the receipt of the following letter in reply to the deputation from the Branch which asked that the proposed new regulations regarding the admission of children should be postponed for six months:—

"With reference to the interview which took place here on the 2nd ultimo, I have to inform you that the County Council has now considered the request of the Branch. The County Council has decided to suspend until December 31, 1933, the revised condition No. 3.

"This concession is granted on the understanding the other conditions which accompanied my letter of May 18 last to the kinema proprietors in the country will be strictly observed. In this connection I may point out that I have received a complaint that no indication is given in the public advertisements, including advertisements in the newspapers, whether the films which are to be exhibited are category "A" or category "U" films.

"I shall be glad if you will give instructions to your members that the conditions laid down by the County Council must be carried out, and tell them that the Council relies upon the co-operation of the kinema proprietors in the county."

The SECRETARY said that he had drawn the attention of the Cornish members to the importance of category boards being placed in position at once if they were not already in use, and that in all advertisements, posters, stills, etc., the category of film "A" or "U" must be stated.

In Exeter Too

The position at Exeter had also been cleared up as the result of the representations made by the Chairman and the two members who accompanied him, for the Town Clerk of Exeter now wrote as follows:

"I beg to advert to your letter, and to the recent conferences between the representatives of your association and the City Watch Committee in regard to the exhibition of "A" films in the kinemas of the city, and to state that the City Council, at their meeting on the 25th instant, approved of the recommendation of the City Watch Committee that the model regulations sugested by the Home Office in the memorandum recently issued should be adopted. These regulations will be added to the regulations already in force in the city, and copies will be forwarded to all the kinemas in the course of a few days."

The CHAIRMAN suggested that if any trouble cropped up in these areas members should let the secretary know at once, so that he could help them.

A Way Out

H. WATKINS: Can you enlighten us as to the procedure where we have a programme including both "A" and "U" films? Must we turn the kiddies out or no?

The SECRETARY: You are not supposed to let them in if there is an "A" film in the programme unless they are accompanied by their parents.

The CHAIRMAN: If they see an "A" film you are rendering yourself liable to prosecution. You can take the risk if you like. That is up to you. Personally, I have found that when I am booking an "A" film for a Thursday, Friday and Saturday date on shares I can invariably have a "U" film sent down at no further cost except carriage for the children's matinee on Saturday. I signed two contracts yesterday on those terms for three different halls.

The SECRETARY said Mr. Fuller, the General Secretary, had written expressing his pleasure that the Branch had done so well in Cornwall and Exeter, and adding that he would acquaint the Legal, Finance and Parliamentary Committee of these successes.

A dramatic scene from HE KNEW TOO MUCH, with Peggy Shannon and Preston Foster. Pathe has arranged a Trade show for to-morrow (Friday)

B

"F.P.1." BOYCOTT FAILS

Good Business with German Film

NEW GLASGOW HALL OPENED

AN attempt was made to boycott the German film "F.P.1." (W. and F.). which was showing at the Picture House, Sauchiehall Street, and the new Cinerama, Victoria Road.

Sandwichmen paraded the streets bearing notices stating that "F.P.1." originated in Germany, the inference being that Jews and others who shared their views should boycott the film.

The attempt, however, failed in its object, and merely advertised the film. Good business was done by the Gaumont-Ufa film at both houses, which are owned by Gaumont-British.

Incidentally the Picture House has been the scene of shows for Jewish charities on many occasions, and it has recently been arranged to put the kinema at the disposal of a committee to raise funds for Jewish refugees from Germany, if the sanction of the magistrates for a Sunday show can be obtained.

Toledo Opening

The Toledo P.H., Muirend, which was briefly described in last week's *Kine.*, was opened on Monday, October 2, by Lady Weir of Eastwood.

With a total capacity of 1,600, the Toledo is an atmospheric house decorated in the Spanish manner. The managing director of the company is William Inglis, and Rosslyn Mitchell and Duncan Graham are directors. The architects are Weddell and Inglis, of Glasgow, and the resident manager is T. Scott Cowie, from the Rialto P.H in the same district. The initial presentation was "Our Betters" (Radio).

The Glasgow lay Press were, at the invitation of Mr. Barnett, Scottish branch manager for W. and F., entertained to supper on Thursday, previous to a private Press view of "The Fire Raisers" at the Picture House, which was shown to the Trade the following morning.

Lodge Anima, Glasgow

Masonic brethren are reminded of the Regular Meeting of Lodge Anima, which will be held on Friday, October 6, in the Masonic Chambers, 100, West Regent Street, Glasgow, at 2 o'clock, when the Ceremony of the First Degree will be carried through. The R.W.M. particularly appeals to older members of the Lodge to be present.

Glasgow Picture House for Sale

As will be seen from our advertising columns, the Scotia Picture House, Dennistoun, Glasgow, is for sale by private bargain. The Scotia, which was originally built by the Hamiltons, has been running since 1921, and for some time has been occupied by The Douglas Picture House, Ltd. It is situated in a densely populated working-class area, and has a seating capacity of 1,250.

"The Ghoul" in Glasgow

A smart publicity stunt was worked by Manager C. Ross, of the Picture House, Sauchiehall Street, to advertise the thriller, "The Ghoul" (W. and F.). A man dressed as Boris Karloff appears in the film, in grey trousers and a white shirt, his hair in confusion, and his face made up in a gruesome appearance paraded the streets, bearing a notice on his back advertising the picture.

Cinema Club Autumn Meeting

At the autumn golf meeting of Cinema Club members which took place over the course at Bogside, E. Dobbing, the convener of the Sports Committee, had arrangements well in hand, and the party met in the morning and travelled down by private cars to the course.

Two cups were played for—the Mark Ostrer Cup, a handsome trophy, which has been presented to the club for annual competition by Mark Ostrer, of Gaumont-British Film Corporation, which was won by Jas. Wallace with a very fine score, and the Tommy Lorne Cup, presented by the famous Scottish comedian, which was tied for by Charlie Beveridge and W. Shaw. After a play-off of 9 holes Mr. Beveridge returned as first winner of the Lorne Cup. It was a very successful day, and 24 members took part.

Columbia in Glasgow

Bobby Booth, the new Scottish branch manager for Columbia Pictures, asks us to apologise to his exhibitor friends for any inconvenience they may have been caused from the fact that their newly-acquired offices have not been ready for occupancy, and that thus they have been working at rather a disadvantage. The old Lasky premises at 164, Buchanan Street have been repainted and redecorated, and he and his staff are now in occupation. Associated with Mr. Booth is David (Jerry) Reid, who returns to Glasgow after an absence of some years, and Willie Gray, as his sales staff. Miss Bennett, late of Ideal, is in the office and Paddy Carroll, late of Gaumont, in charge of the dispatch.

The Columbia address is 164, Buchanan Street, Glasgow. Telephone No.: Douglas 306. Telegrams: "Columfilm," Glasgow.

Manager Hicks of the Alex, Paisley, with an Usherette who publicised THE COHENS AND KELLYS IN TROUBLE (Universal)

Paramount Trade Show

Jack Hamson tells us he has arranged the Paramount Trade show at Green's Playhouse, Glasgow, for Wednesday, October 18, of "Three-Cornered Moon."

"Cavalcade" Presentation

An admirably conceived and arranged interlude was staged at the Picture House, Ayr, all last week, in connection with the howing of "Cavalcade." It was original and entertaining.

Members of local choral societies to the number of 60, with an orchestra of 30, and organ accompaniment, proved valuable publicity for the film. The recitative for the interlude was spoken by J. C. McPherson.

Empire Not Going Talkie

The rumour that the Empire music hall is likely to introduce talkies was refuted last week by J. J. Gillespie, chairman of Moss Empires, who was in Glasgow. He declared there was not the slightest chance of this happening.

Safe Blowing

Another case of kinema safe blowing has occurred in Glasgow. In the early hours one morning last week the light-fingered gentry broke into the Strathclyde Picture House, Dalmarnock, made direct for the office and the safe. They were unsuccessful in their efforts, however, to blow the safe open, and had to retire unrewarded.

King Gets Kong

With the first run of "King Kong" in Glasgow this week, aided by the big display of newspaper and outdoor publicity, and with each of the three houses (La Scala, Regent, and Bedford) excelling one another in their lavish use of cut-outs and posters, "King Kong" has gone with a bang.

Cinema Club Smoker

Tickets are now on sale by the various members of the committee of the Cinema Club, for a smoking concert to be held in the Bath Hotel, Glasgow, on Friday evening, October 13, commencing at 8 o'clock. Willie Bendon and his committee are working hard to ensure that it will be a very successful evening

Queen's, Bristol, Site Cleared

The work of demolishing the Queen's Picture House, Bristol, has been completed; all that is now left of the old house is the back wall, which will be incorporated in the new building. Work on the new house will start right away, as it is the intention of the proprietors to have the house ready for opening by Christmas.

Phyllis Dare and George Merritt in CRIME ON THE HILL, which B.I.P. is producing at Welwyn

"KINEMAS WANTED"

WHAT REPLIES TO AN ADVERTISEMENT REVEALED

PICTURE houses in the south of Lancashire, and particularly the Merseyside area, appear to be enjoying a bigger measure of relative prosperity than those of the remaining Lancashire towns, according to the recent experiences of Mr. Stanley Grimshaw, managing director of the Carlton Picture House, Orrell Park, Liverpool, and several other halls in that district. His recent advertisements in the Trade Press inviting particulars of theatres for rental or purchase have brought many replies, on which he makes comment.

"It might appear strange," commented Mr. Grimshaw in an interview with the Liverpool representative of the *Kine. Weekly*, "to say that in response to my advertisements, in spite of trade depression, only about half a dozen replies were received from Liverpool and the immediate district, whilst from the towns which might be designated 'Lancashire proper,' viz., the 'cotton and coal towns,' something like 50 to 60 replies were received.

"There is no doubt that the industrial areas associated with the two principal Lancashire commodities, cotton and coal, have suffered most keenly from the recent depression, whilst towns in South Lancashire, whose industries are more varied, with a relatively small proportion of coal and cotton, appear to be doing at least sufficient satisfactory business for exhibitors to wish to retain their halls in the hope of a brighter future."

"It is obvious that the increased entertainment tax has become a crippling burden on the picture houses which depend entirely on the working classes for their patronage, and before these kinemas can hope to revert to anything like their former prosperity, some relief in this direction will have to be granted.

"To compare present-day takings at some of these kinemas with the figures of some few years ago reveals an appalling decline, and it is small wonder that some of the older members of the industry have concluded that it is not worth their while to remain in the business," added Mr Grimshaw.

Negotiations are at present proceeding for the acquisition of a chain of eight kinemas, each at present in individual ownership, in the North Lancashire towns, but Mr. Grimshaw and his colleagues, a number of Liverpool business men well known in the Trade, prefer to confine their activities to the Liverpool booking area, and are still interested in proposals for the acquisition by rental or purchase of halls in and around Liverpool, Cheshire, Wirral, and North Wales.

"The purpose of this," said Mr. Grimshaw, "is to enable us to exercise personal supervision, and to permit the booking of films to be carried on efficiently and economically."

Kinema Cafe Fire

Owing to a leak in a refrigerator pipe in the café attached to the Hippodrome, Liverpool, causing a short circuit in an electric wire, a fire broke out on Friday. Smoke was noticed by a police officer, but by the time the fire brigade had arrived the leak in the water-pipe, becoming worse, had automatically extinguished the smouldering. The brigade's services were not required.

£3,000 DUTY ON BRITISH PICTURE

AMAZING CUSTOMS CLAIM

GAINSBOROUGH FILM CO. are having an interesting battle with the English authorities over an Irish film, which has taken nearly three years to make. It is Flaherty's "Men of Aran," and the English customs officers hold that duty of 5d. per foot must be paid on the whole of the 130,000 ft. of film which have been used and have been sent to the laboratories for developing, cutting, etc. Gainsborough hold that other British films have been produced on locations outside England and have not been subject to duty on the "rough" negative when it has been brought back. In the meantime, pending an official ruling on the matter, the negative will remain in the company's Dublin stores and its release temporarily held up. The duty demanded comes to nearly £3,000.

Kinema Advertising

An important and novel point of law in regard to advertising in kinemas in Northern Ireland was heard in the Belfast Recorder's Court when Frank Hodgson, 83, Renfield Street, Glasgow, advertising contractor, sued John Lynch, 170 Grosvenor Road, Belfast, for £23 8s., alleged to be due under a contract for advertising in the Coliseum, Belfast. For plaintiff, it was urged that under the terms of the contract signed, "any dispute arising out of the contract must be subject to the jurisdiction of the Court in Glasgow," and therefore it would be permissible to ignore the jurisdiction of the Court in Northern Ireland. The Deputy Recorder, however, directed the case to proceed.

For plaintiff it was stated that Lynch agreed to have his advertisement placed over the clock in the Coliseum, and this was carried out. Defendant stated that he was given to understand that his advertisement would be placed over an illuminated clock on one side of the stage. When he found that it had been placed in the bar he refused to pay Hodgson.

The Deputy Recorder held that the advertisement had not been exhibited in the picture house in any fair sense of the word, and accordingly dismissed the claim.

Belfast Building Schemes

Kinema schemes continue to be the rule in Belfast, and within a week or so plans will be deposited with the Corporation for a new house on the Castlereagh Road. In the meantime, work is now well advanced with the new theatre on the Ormeau Road and work may be commenced at an early date on the hall in the Crumlin Road district. The Imperial, one of the first run houses which has been closed down for extensive extensions and renovations, is now nearly ready for opening.

Ballymoney Conversion

Jimmy Menary, who is showing great enterprise in country districts, already having halls at Ballyclare and Portstewart, is breaking new ground by acquiring the Y.M.C.A. Hall in Ballymoney, which will be converted into a talkie hall by the beginning of next month.

Rush of Appointments

The many recent promotions have resulted in a general shuffle of appointments. T. McHugh, for many years on Gaumont's staff in Belfast, succeeds Eric Nolan as W. and F.'s traveller in Northern Ireland, whilst Bob Flanagan has appointed Victor Allen to be his traveller for Wardour's in the North in succession to C. J. Penn. Dick Smith will be remaining in the Free State for Fox, whilst Freddie Spiers will be the traveller for the North. Vic Jones will, as hitherto, have full charge of Fox's interests for the whole of Ireland.

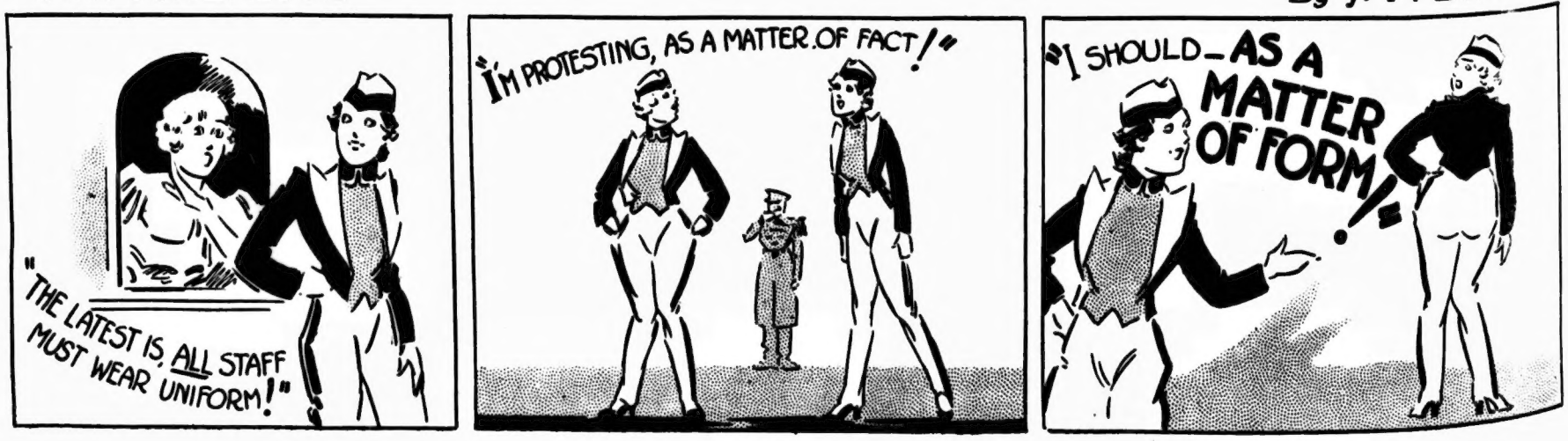
Oldham Ban Remains

Having banned "The Mystery of the Wax Museum," Oldham Watch Committee last week received representations from the proprietors of a local kinema asking for a reconsideration of the decision, on the ground that the film had been passed for exhibition in other towns. It was pointed out in the letter that "The Mummy," which also dealt with the dead, had already been passed by the Oldham Watch Committee, and shown in the town.

The chairman (Coun. Low) said he did not see any reason why the committee should alter their decision. He did not see any beauty about the film. The committee adhered to their decision.

OUR USHERETTE

By J. P. DAVIS



THE FIRST GREAT SPECTACLE OF MODERN TIMES

CECIL B. DEMILLE'S THIS DAY AND AGE

RELEASE DATE FEB. 26, 1934

PROVINCIAL TRADE SHOW DATES

LEEDS Paramount Theatre	Friday, Oct. 6	10.45 a.m.
CARDIFF Capitol Theatre	Friday, Oct. 6	11.0 a.m.
BIRMINGHAM Futurist Theatre	Tuesday, Oct. 10	10.30 a.m.
MANCHESTER Paramount Th.	Tuesday, Oct. 10	10.45 a.m.
GLASGOW Playhouse Theatre	Wednesday, Oct. 11	11.0 a.m.
LIVERPOOL Futurist Theatre	Friday, Oct. 13	10.45 a.m.
NEWCASTLE Paramount Th.	Friday, Oct. 13	10.30 a.m.
NOTTINGHAM Elite Theatre	Tuesday, Oct. 17	10.45 a.m.
SHEFFIELD Regent Theatre	Tuesday, Oct. 17	10.45 a.m.

CREATING NEW RECORDS AT THE PLAZA, W.

BUREA

MISS

PERS

TRA

WEDNESD

CAM

BIG BOX-OFFI E

POWERFUL TRU -T

A FIRST NATIONAL & VIT

Vitaphone is the registered Trade Mark of th Vitaphone Cor

First National Pictures

BETTE DAVIS
LEWIS STONE
PAT O'BRIEN GLENDA FARRELL

ALLEN JENKINS
RUTH DONNELLY
HUGH HERBERT
ALLEN DINEHART

EAU OF
SING
SONS

RADE SHOW

NESDAY, OCTOBER 11

CAMBRIDGE THEATRE

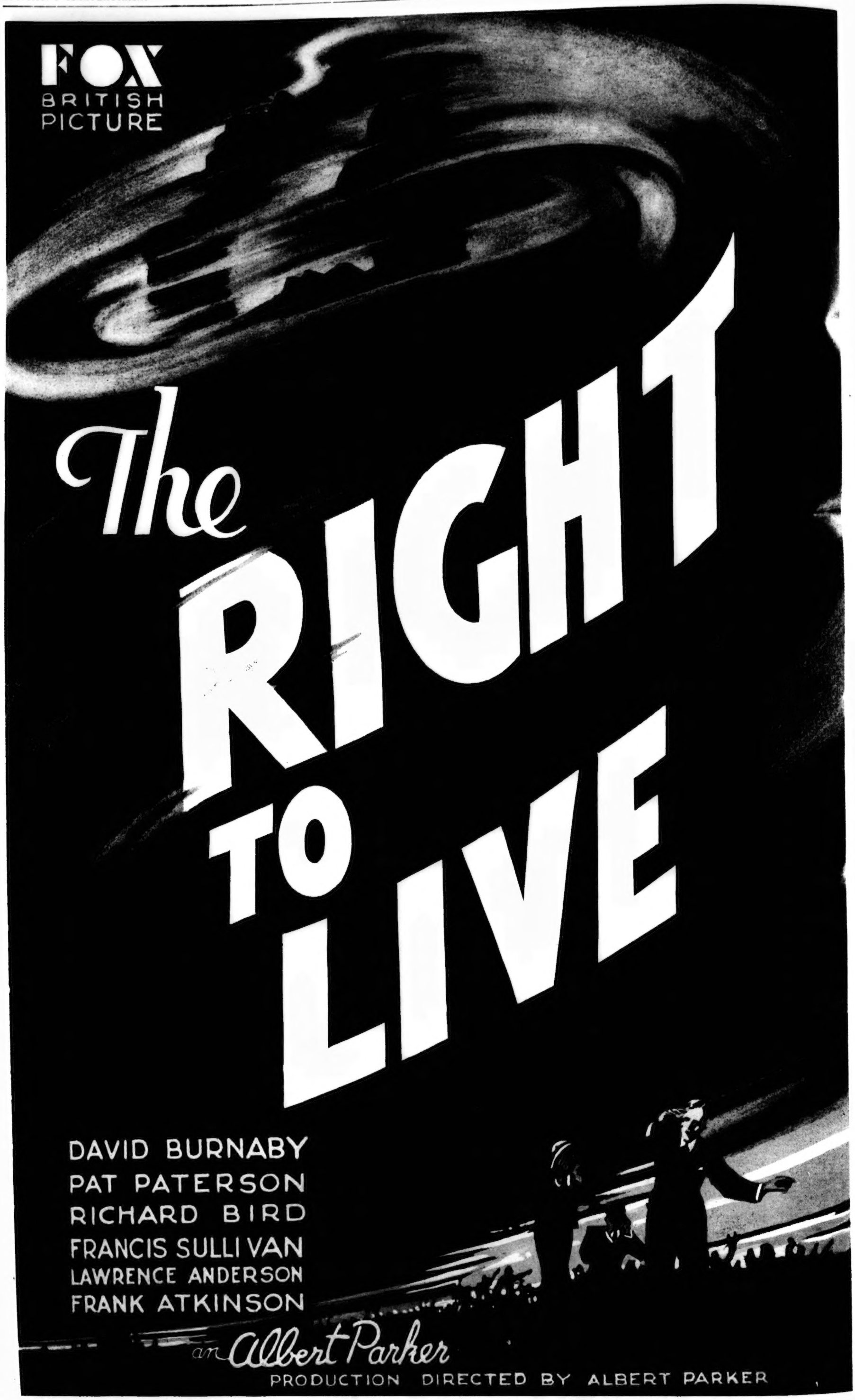
at 8.45 p.m.

E NAMES IN A

-TO-LIFE STORY

VITAPHONE PICTURE

aphone Corporation designating its products.



FIRST FULL LENGTH FOX BRITISH FEATURE

COMING FIGHT FOR S. AFRICAN TRADE

AMERICAN CHALLENGES SCHLESINGER INTERESTS

DEVELOPMENTS in South Africa suggest that there is to be a great deal more competition for business in the film industry than hitherto.

The visit on a tour of inspection of Henry W. Kahn, representing the Fox Film Corporation and Gaumont-British Film Companies, regarding the prospects of trade; M-G-M's rapidly expanding film-renting activities; and a palatial kinema in Johannesburg; British Universal Pictures, Ltd., with its film distributing scheme, and now the American Film Distributors (South Africa), Ltd., are full of possibilities.

The last-named company states it is acting on behalf of several overseas film producing companies of repute, and offers guaranteed contracts for the hire and almost immediate supply of two or three full programmes weekly in any part of South Africa and Rhodesia, supplying such programmes for any length of time desired, without any interruptions.

Talkie plants will be supplied on easy terms and conditions, including assistance in installations. The concern states it has no connection with any other company in South Africa, and does not intend to amalgamate.

What will be the outcome it is difficult to prophesy at the moment. Mr. Schlesinger has a contract of five years with M-G-M to supply films to the Union Theatres, Ltd., of which contract two years have expired. That contract, however, carries no clause to prevent M-G-M supplying their programmes to others, or exhibiting themselves.

Obituary

DEATH OF LADY BOWER

Passing of a Yorks Trade Pioneer

All members of the Trade in Birmingham sympathise with Ald. Sir Percival Bower, who was the first Labour Lord Mayor of Birmingham, in the bereavement he has suffered through the death of his wife.

Lady Bower, who was 54, and had been in poor health for some years, was a keen Labourite, and she took a keen interest in her husband's public and business affairs.

Sir Percival is chairman of the Tudor Theatre, King's Heath, and he has been prominently identified with the directorates of Wylde Green Pavilion and Stirchley Pavilion from the beginning.

Representatives of the Trade at the funeral of Lady Bower, which took place at Erdington Parish Church on September 30, were Harry Reynolds and E. C. Kirms (Tudor Picture Theatre), F. Schofield and W. Thompson (Wylde Green Pavilion), and G. Harry Hooks and R. Gee (Stirchley Pavilion).

Civic representatives included the Lord Mayor of Birmingham (Coun. H. E. Goodby), and many chief officials, in addition to Sir Charles Rafter (Chief Constable of Birmingham) and Lady Rafter.

Yorks Pioneer Passes

The death occurred last week of Walter Goodall, of Liversedge, a director of Goodall's Pictures, Ltd., of Cleckheaton and Heckmondwike. He was 65 years of age.

W. Goodall's first appearance in the entertainment world was with Northern Exhibition Syndicate. While manager of this syndicate he conceived the idea of running moving pictures as a sideshow, and later opened kinemas at Macclesfield, Stafford, and later extending the business to Heckmondwike, Cleckheaton, Ravensthorpe, and Dudley Hill, Bradford.

Studio Rigger's Tragedy

The flags on the Gaumont-British Studios on Thursday were flown at half mast as a tribute to Daniel Thomas, a leading rigger of the studios, who died recently as a result of injuries received while working at Wey mouth.

The funeral took place on Thursday afternoon at Greenford and a number of wreaths were sent from the studios by Michael Balcon, members of the executive and studio staff, of which he was a valuable member.

L. Fennell, his immediate chief, paid a warm tribute to his sterling qualities both as a man and a workman. His death has deeply affected all those who came in contact with him, and his popularity was universal.

MANCHESTER C.E.A.

Meeting at Rochdale on Oct. 20

The quarterly meeting of the Manchester and District branch of the C.E.A. is to be held on October 20 at 2 p.m., at the Roebuck Hotel, Yorkshire Street, Rochdale. Chris Bawmer, acting secretary of the branch informs the *Kine*, that it is hoped to secure from London a person to address the members on a technical subject.

Fred Carlton, the secretary of the branch who has been absent through serious illness for some months, is stated to be making good progress towards recovery.

Katharine Hepburn and Douglas Fairbanks, Jnr., in MORNING GLORY (Radio) reviewed in this issue

WELSH KINEMA OVER GARAGE

New Llandudno Project

Free Transport for Patrons

EFFECT is about to be given to a scheme for a new kinema to be built over a Llandudno garage. The proprietors are Brierley Bros., formerly of Oldham, who operate the "Creams" motor-coach services.

Arthur Hewitt, of Llandudno, who is the architect, has drawn plans providing for the raising of the roof of the garage to provide for the kinema, which will be on the first floor, and will provide accommodation for 2,000 persons. The stage will be adapted for the production of large plays, and the room is also designed for use as a conference hall.

An organ will be installed in a conspicuous position in front of the stage, but will be built to disappear when the stage is required. The lower floor will be converted into a ballroom with a separate entrance.

The new buildings are to be known as "The Winter Gardens," and it is hoped that the work will be completed within the next six months.

A start will be made as soon as the plans are passed by the Llandudno U.D.C.

Visitors staying at local hotels will be given free transport to the Winter Gardens in the firm's motor-coaches.

ANNA MAY WONG

"Tiger Bay" Star Helps Charities

According to reports from the Midlands and the North, where Anna May Wong is touring the variety houses, the exotic Chinese star is everywhere evoking notable Press and "fan" interest.

Leading newspapers of the provinces are giving important space to illustrated interviews with this star, publicity which is being augmented by Miss Wong's well-known spirit of co-operation in aid of local charities through her personal appearances.

The interest her current tour is thus exciting should react largely to the box-office benefit of the kinemas on the release of her latest picture, "Tiger Bay."

Ultra-Sensitive Cardiff

Bray Wyndham, the producer, visited Cardiff in connection with the Trade show of "Tiger Bay" during the past week. He took advantage of the opportunity to visit the docks area of the city known in the past as "Tiger Bay." Mr. Wyndham expressed the view that the local authorities were unduly concerned over the theme of the story which he proposed to place in a Cardiff setting. He pointed out that had the film been made in Cardiff employment would have been found for 300 or 400 "supers."

LEYTONSTONE REOPENING

Academy Enlarged

The task of reconstructing the Academy Kinema, Leytonstone, is now completed, and the theatre reopened on Monday. The proprietors, W. R. Scriven and W. J. Huxtable, have successfully run this house for the past seventeen years, together with other halls in East London.

The exterior has been rebuilt in a modern arcade manner, and a feature of the frontage is a handsome chromium-plated and glass canopy extending along its entire length. The capacity has been extended by 450 seats, and a light tone decorative scheme has been employed in the auditorium.

"The Sign of the Cross," comedies and news formed the opening programme, which was reproduced perfectly by the Picturetone sound system and Ernemann projection equipment.

PRIZE-WINNING BAND AT BURSLEM

Prior to their departure to take part in the Crystal Palace contest for brass bands, Burslem Imperial Prize Band, which gained third prize in the junior shield "B" class, played the test piece on the stage at the Palace, Burslem, on Wednesday evening last week.

Their appearance proved a great attraction, as the conductor was Harry Mortimer, of Foden's band, which eventually retained the championship on Saturday.

NUMBER OF KINEMAS STILL GROWING

Three New Openings and More on the Way

THE erection of new kinemas still goes on apace despite the protest against overbuilding. This week sees the openings of the Majestic, Mitcham, the Savoy, Bristol, and the Olton Cinema, Birmingham, while the opening dates of several new provincial supers are announced

MAJESTIC, MITCHAM, OPENING

ON Friday evening the Majestic Theatre, Mitcham, will be opened by J. Chuter Ede, the chairman of the Surrey County Council.

The new building—which is controlled by an independent concern, of which W. E. Greenwood is chairman—stands on the site of the original Fair Green. It occupies a commanding position, and the white brick frontage makes a conspicuous landmark. The kinema will seat over 1,500 persons. It is a praiseworthy endeavour to provide an important suburb with the equivalent type of picture house to be found in Central London.

S. B. Pritlove, L.R.I.B.A., was the architect, and the decorative scheme was evolved by W. E. Greenwood. Mr. Pritlove has been associated with the planning of a number of kinemas, and Mr. Greenwood has acquired a reputation for "atmospheric" decorative ideas. In the Mitcham house he, however, has relied upon a modern treatment, though somewhat startling in conception. Red and black lines, with biege intervening, is a prominent feature.

SAVOY, BRISTOL
E. Harris' Latest Venture

On Monday, October 2, the Savoy, in Station Road, Shirehampton, Bristol, was opened. The house, which has a total seating capacity of 982, has been well planned, there is a wide vestibule, and a large balcony crush-room above. A feature of the vestibule is the treatment of the walls, which are in gold plastic plaster. The pay-box is of the open type, the upper portion being all glass. The furnishing of the house is in red, the chairs being upholstered in this colour and the Wilton carpets on the floor are in the same shade.

The lighting throughout the house is of a soft amber tone. Rose du Barri side curtains and pelmet are used for the proscenium, while the screen curtains are in silver grey, with a rainbow design. An orchestra pit has been provided, which is covered with a removable flooring so that it is always ready if required. The stage has a depth of 21 ft.

Western Electric equipment has been installed, and the screen is a Westone. Pip lighting is used for the canopy over the entrance doors, while neon lighting is being installed on the front of the house.

The exterior is of snowerete and facing bricks; there are four pairs of entrance doors, while exits are ample. The proprietors are the Shirehampton Cinema Co., Ltd., of which E. Harris is chairman and managing director. The manager is David Scott, who at the Savoy assumes complete managerial control of a kinema for the first time. W. H. Watkins, F.R.I.B.A., was the architect.

PYRAMID, MANCHESTER
To Open in December

Work on the new Pyramid Kinema, which is being built for J. Buckley, at Sale, near Manchester, is proceeding to schedule, and it is anticipated that the theatre will be completed before the end of the year. Drury and Gomersall, architects, of Manchester, have adopted a modern style of architecture with a distinct Egyptian feeling, to justify the designation of the kinema, the whole of the elevation being in artificial stone.

Seating accommodation will be provided for 2,000 persons, and there will be a stage 30 feet deep, together with ten dressing-rooms.

The contracts so far placed are:—Builders, J. E. Armstrong and Co., Ltd., Broughton, Manchester; steelwork, Banister Walton and Co., Ltd., Trafford Park, Manchester; fibrous plaster, Art Plaster Co., Salford; decorations, G. F. Holding, Ltd., Manchester; asphalting, R. H. Lord, Manchester; artificial stone, XCL Stone Co., Ltd., London; reinforced concrete, Matthews and Mumby, Ltd., Manchester; slating, William Royle and Co., Manchester; electrical, Charles Richardson and Sons, Romiley, Stockport; heating, J. H. Hicks and Co., Stockport; ventilating, Hargreaves, Bury; plumbing, S. W. Lunt, Lower Broughton, Manchester.

NEW KINEMA AT OLTON
Opened by M.P.

The Olton Cinema, Warwick Road, Olton, was formally opened on Monday night by P. J. Hannon, M.P. In declaring the kinema open, Mr. Hannon alluded to the important place occupied by the kinema in the life of the nation and the powerful influence it exerted.

George F. Parker, chairman of directors, said all the shareholders were Birmingham citizens.

The Olton Cinema, which has been planned by H. G. Bradley and Clarke, cost £30,000 and provides seating accommodation for 1,550 persons. The internal decorations are on an elaborate scale, striking effects being obtained by the inverted dome and the wall niches.

LATEST G.-B. PALACE
Wallasey Opening in November

Arrangements are being made for the opening of the Gaumont Palace, Wallasey, which occupies the site once occupied by the Lyceum (destroyed by fire), to take place early in November.

At the Wallasey Licensing Transfer Sessions, F. J. Smidmore, now of the Trocadero, Liverpool, was granted the licence for music, singing and dancing, the Chief Constable informing the bench that the Watch Committee had already granted the kinematograph licence.

"DAMAGED LIVES"
COLUMBIA TO DISTRIBUTE

Columbia Pictures have acquired the sensational social evil film, "Damaged Lives," for immediate release.

As is already known, this film is under the auspices of the Social Hygiene Council and is still running at the London Coliseum, where it has met with marked success. Concurrently, it opened at the Hippodrome, Manchester, on Monday, October 2, and early messages state that business is phenomenal.

The exploitation possibilities of this film are obvious, and it is fully anticipated that its present success will be repeated in the 18 key cities of Great Britain, and for this purpose Columbia are inaugurating an exploitation department for the sole purpose of giving the exhibitor every conceivable help to put this picture over.

"Damaged Lives" is presented under the auspices of Sir Basil Blackett in association with the Canadian Social Hygiene Council, the director of which, Dr. Gordon Bates, wrote the screen play in collaboration with Don Davis.

Manchester Catholics' Protest

Despite the fact that the Manchester Catholic Guild, comprising 300 members, made an objection to the Watch Committee of Manchester against the showing of the film, "Damaged Lives," at the Manchester Hippodrome for a season beginning this week, the film opened as announced.

At a Press luncheon in connection with the film, Ald. R. S. Harper, chairman of the Hospital Sub-Committee and vice-chairman of the Public Health Committee, of Manchester, and Dr. J. M'Clure, deputy medical officer of Health for Manchester, commended the film, the latter saying that the Public Health Committee appreciated the possibilities of the film in the way of propaganda.

Wallace and Barry Lupino in a new series of full length comedies produced at Welwyn Studios to be distributed by Pathe

D

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£5,000 PRIZE IN 'DAILY HERALD' CONTEST

Thirty Stars Featured

ARE any of the stars whose names you see listed below featured at your own kinema during the next few weeks? If so, you can get the benefit of a big publicity campaign—and at the same time have a splendid opportunity to win a £25 prize.

A great national film contest organised by the *Daily Herald* invites readers to select the 30 greatest and next greatest stars of 1933 in each of the five sections: character studies, comedy, drama, musical-comedy, romance. A huge £5,000 fortune is the first prize. The 30 stars from whom readers are asked to make their selections are:—

CHARACTER STUDY: Wallace Beery, Marie Dressler, Gordon Harker, Charles Laughton, Aline Macmahon, Alison Skipworth.

COMEDY: Eddie Cantor, Cicely Courtneidge, Gracie Fields, Ralph Lynn, Zasu Pitts, Charles Ruggles.

DRAMA: George Arliss, Lionel Barrymore, Ann Harding, Walter Huston, Norma Shearer, Sylvia Sidney.

MUSICAL COMEDY: Jack Buchanan, Maurice Chevalier, Lilian Harvey, Jack Hulbert, Jeanette Macdonald, Jessie Matthews.

ROMANCE: Ronald Colman, Marlene Dietrich, Clark Gable, Greta Garbo, Janet Gaynor, Ramon Novarro.

The *Daily Herald* is giving tremendous publicity to this great contest—which is proving immensely popular with film-lovers everywhere.

Watch for the weeks when any of these stars are featured at your own kinema. Then co-operate with the *Daily Herald*, make your kinema the centre of local interest in the contest—by displaying the leaflets, slides and poster announcements offered free by the *Daily Herald* and by giving all your patrons the opportunity of entering for the mammoth prize.

Kinemas attracting bigger audiences you will become eligible for the cash prizes of £25, £10, £5, and five of £2 for the best co-operative efforts drawing the attention of kinema audiences to the contest. Your effort may consist of vestibule tableaux, slides, poster displays, or announcements from the stage.

Act immediately. Send a postcard for full details and printed matter to "Film Contest," 68, Long Acre, London, W.C.2.

EMPIRE FILMS

IMPERIAL INSTITUTE WORK TO CONTINUE

The secretary of the Imperial Institute, South Kensington, states that a way has been found, through the generosity of a private individual in Scotland, to continue the displays of Empire films, hitherto controlled by the now defunct Empire Marketing Board.

When the Government decided to close the E.M.B. it was necessary to announce that the performances in the kinema attached to the Institute Galleries would end.

A full programme of films, lectures, and talks on the British Empire has, however, now been arranged for next month, and particulars may be obtained free on application to the Secretary, Imperial Institute, S.W.7.

Bobby Howes, who is playing in OVER THE GARDEN WALL for B.I.P.

SECONDARY LIGHTING

BRISTOL MAGISTRATES' VIEWS

WHEN the applications for renewal of kinematograph licences came before the magistrates at the annual licensing sessions at Bristol on Monday, the chairman, Dr. Stanley Badock, pointed out that the Act said that all kinemas should have an efficient and adequate system of secondary lighting. It had been reported to the magistrates that in some cases secondary lighting was not adequate. It might be, said Dr. Badock, that licensees kept the secondary lighting turned down, and that they could turn it up if anything happened, but that was not the law, it was necessary that it should be kept up during the whole time of the performance.

All the kinemas had had the matter brought to their notice, and the exhibitors were meeting the city engineer, who would lay before them particulars of his requirements, and the magistrates were granting the renewals that day on the condition that the requirements of the city engineer in respect of secondary lighting were carried out.

An application was made for a licence in respect of the Embassy, the new 2,000-seater at Clifton, which, it was stated, would be completed by the second or third week in November. In granting the licence, the chairman said it would remain in the magistrates' office and would not be issued until they had received the certificate of the city engineer on the completion of the building.

Stage turns have now become a regular feature of the programmes at the Elite, Bradford, and they are proving a very popular attraction. Albert Spencer, the chief engineer, who is also the technical expert of the Bradford Court of the Guild of Projectionists, is to modernise all the stage lighting at the Elite with a view to better presentation.

ALL-COLOUR FILM FROM A.B.F.D.

"SKIPPER OF THE OSPREY"

PRODUCED entirely in Rayeol Colour, W. W. Jacobs' story, "The Skipper of the Osprey," will shortly be screened for the Trade, A.B.F.D. announces.

Said to be the first British talking picture made in natural colour throughout, "Osprey's" Trade presentation will doubtless be awaited with anticipatory interest.

Based on one of the most popular of the famous humorist's stories, with Renee Gadd, Ian Hunter, D. A. Clarke-Smith and Clive Currie in the main characters and presented in natural colour in the picturesque settings and ship traffic of the lower Thames, the production is claimed to be of outstanding character.

Norman Walker directed from the adaptation by W. P. Lipscomb.

"The Fortunate Fool"

A further notable production which A.B.F.D. is to Trade show very shortly is Dion Titheradge's "Fortunate Fool," directed by Norman Walker. This is a London story of night life on the Embankment and romance in Mayfair.

The outstanding rôles are said to be cleverly characterised by Hugh Wakefield, as a large-hearted author; Joan Wyndham as an unemployed typist; Arthur Chesney as an out-of-work prize-fighter; Sara Allgood as an optimistic "sleeper-out," and Bobbie Comber as the suave "gentleman's gentleman."

The dates of both these A.B.F.D. offerings will be announced shortly.

HARROGATE PALACE

Projection Improvements

Arrangements have been made for the Palace Kinema, Harrogate, to close for three days, during which period new Kalee No. 3 projectors and B.T.-H. talking picture apparatus will be installed. The reopening date will be October 5. Kershaw Projector Co., Leeds, have secured the contract for the projectors, which will have a throw of 80 ft. and give a picture 17 ft. 6 in. wide. Victoria Palace, Thornton Road, Bradford, Yorks, is also being equipped with Kalee No. 8 projectors and a Western Electric 4A set, which will be put into commission for the first time on October 3. This contract is also being executed by the Kershaw Projector Co., Leeds. the installation being made under the supervision of F. V. Steele, direct representative and technical adviser for the company.

IMPORTANT TITLE CHANGE

An important title change is announced by Metro-Goldwyn-Mayer. The picture which appeared in last week's issue as "Show World" has now been changed to "Ring Up the Curtain." Unfortunately, this alteration was made too late for inclusion in last week's number.

P.D.C. Fined for Quota Default

Act which Penalises British Producers

A FINE of £50 and seven guineas costs was imposed at Marlborough Street Police Court on Wednesday on P.D.C., film renters, for failure to observe the provisions of the Quota Act.

The case against the company, which pleaded guilty, was that instead of 15 per cent. of British pictures as the Act demanded, the British films obtained by the company was only 3.38 per cent. for long films and 2.65 per cent. for all films. Against 29 long films and 42 short foreign films acquired, only one British subject had been acquired.

The Board of Trade counsel said that application for exemption had been made by Reginald Smith, the managing director, on the grounds the quota had not been fulfilled "for reasons beyond control."

It was contended that it would have been commercially impracticable to have provided the necessary quota. It was pointed out that efforts to conform to requirements from the year 1931 involved the company in a loss of £10,900.

Arrangements were now practically completed for the production of a series of 12 British films, and it was suggested that the coming year and the past year might be considered together for quota purposes.

J. P. Ashworth, for the defence, declared that the avowed intention of the company was the exhibition of British pictures; the company had acquired foreign product in order to keep the staff together. After considerable search studio premises had been acquired and P.D.C. would shortly be producing their own British pictures. It was ironical, counsel concluded, that the Quota Act, designed to benefit British producers, should now be used as a stick with which to beat them.

Alleged Bogus Kinema Scheme

Gerald Whittaker, 38, of Shelf, Bradford, was at the Bradford City Police Court committed for trial at the next Leeds Assizes on a charge arising out of an alleged bogus kinema scheme. The total involved is £988, arising out of 23 charges. Seven of these charges concern the kinema scheme. Whittaker pleaded "not guilty" and reserved his defence.

The prosecution contend that the theatre scheme was fraudulent and that the accused had had no intention of utilising the money he obtained for the erection of a new theatre at Lidget Green, Bradford.

W. BENTLEY'S FOLKESTONE SUPER

Walter Bentley, 62, Shaftesbury Avenue, W.1, has a plan on hand to erect a 2,000-capacity kinema on the site of the Playhouse, Folkestone.

Scenes from GENERAL JOHN REGAN (U.A.)., the B. & D. film version of G. A. Birmingham's humorous novel, which brings together again Henry Edwards and his wife Chrissie White.
(See story on page 6)

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THE KINEMATOGRAPH
FILM
OCT 1933

TRADE SHOW OPTI

Title.	Renter.	Running Time.	Certificate.	Length.	Stars.	Box-Office Angle.	"Kine." Review.	Release Date.
Before Dawn	Radio	61 min.	A	5,480 ft.	Stuart Erwin, Warner Oland	Useful supporting feature for the masses. Unsuitable for children	Sept. 21, 1933	Jan. 22, 1934
Big Chance	Universal ...	60 min.	A	5,475 ft.	John Darrow, Merna Kennedy, Mickey Rooney	Sound supporting feature for the masses. Juvenile appeal strong	Sept. 7, 1933	Not Fixed
Cross Fire	Radio	55 min.	U	4,967 ft.	Tom Keene, Betty Furness, Edgar Kennedy	Capital supporting feature for the masses	Sept. 14, 1933	Feb. 5, 1934
Curtain at Eight	P.D.C. ...	70 min.	A	6,484 ft.	C. Aubrey Smith, Dorothy Mackaill, Paul Cavanagh	Good average booking. Unsuitable for children	Sept. 7, 1933	Not Fixed
Dinner at Eight	M-G-M... ...	110 min.	A	9,897 ft.	Marie Dressler, Wallace Beery, Jean Harlow, John and Lionel Barrymore and all star cast	Tremendous box-office attraction. Hardly suitable for children, but adult appeal unquestionable	Sept. 14, 1933	Not Fixed
Doctor Bull	Fox	78 min.	U	7,140 ft.	Will Rogers, Vera Allen	Average programme booking. Particularly suitable for family halls and juveniles	Sept. 21, 1933	Not Fixed
Double Harness	Radio	70 min.	A	6,356 ft.	Ann Harding, William Powell, Reginald Owen	Excellent entertainment for all classes. A little too sophisticated for juveniles	Sept. 21, 1933	Jan. 15, 1934
Easy Millions	Pathe	56 min.	U	5,092 ft.	Skeets Gallagher, Merna Kennedy	Useful supporting feature. Safe for children	Sept. 21, 1933	Not Fixed
Enemies of Society	Radio	71 min.	A	6,384 ft.	George E. Stone, Phillips Holmes, Fay Wray	Very good general booking. Harmless, but unsuitable for children	Sept. 14, 1933	Feb. 19, 1934
Evidence in Camera	Radio	61 min.	A	5,444 ft.	William Gargan, Frances Dee	Good two-feature booking for popular programmes. Hardly suitable for children	Sept. 21, 1933	Feb. 12, 1934
*Fire Raisers, The	W. & F. ...	77 min.	A	6,998 ft.	Leslie Banks, Anne Grey, Carol Goodner	Adequate popular entertainment. Hardly suitable for children	Sept. 21, 1933	Not Fixed
Flying Circus, The	Radio	60 min.	A	5,584 ft.	Eric Linden, Arline Judge	Good popular entertainment ...	Sept. 21, 1933	Jan. 8, 1934
*Going Gay	Sterling ...	75 min.	U	7,057 ft.	Magda Schneider, Arthur Risco, Naunton Wayne	Capital light entertainment with a universal and juvenile appeal	Sept. 21, 1933	Not Fixed
Her Lover's Brother	Equity-British	60 min.	U	5,800 ft.	Edwina Booth, Duncan Renaldo	Useful supporting feature for the smaller halls. Safe for juveniles	Sept. 14, 1933	Not Fixed
Hold Your Man...	M-G-M ...	80 min.	A	7,171 ft.	Jean Harlow, Clark Gable, Stuart Erwin	Very good programme booking for the masses with strong box-office potentialities in stars. Unsuitable for children	Sept. 28, 1933	Dec. 25, 1933
*Home, Sweet Home	Radio	73 min.	A	6,562 ft.	John Stuart, Marie Ney, Richard Cooper	Moderate dramatic booking for the masses, with obvious exploitation angles. Unsuitable for children	Sept. 21, 1933	Not Fixed
I Cover the Waterfront ...	U.A.	70 min.	A	6,400 ft.	Claudette Colbert, Ben Lyon, Ernest Torrence	Excellent entertainment for the masses. Unsuitable for children and sensitive audiences	Sept. 14, 1933	Feb. 26, 1934
*Just Smith	W. & F. ...	76 min.	A	6,863 ft.	Tom Walls, Carol Goodner, Hartley Powell	Very good general booking with ready-made public on popularity of star. Hardly suitable for children	Sept. 21, 1933	Not Fixed

WHAT'S RELEASED I

Date.	Title.	Renter.	Reg. No.	Running Time Min.	Certificate.	Length Feet.	Stars.	Poster.	"Kine." Review Date.
Oct. 23	Adorable	Fox	F.8896	85	U	7,946	Janet Gaynor, Henry Garat, Herbert Mundin	1/48, 1/12, 2/6 ...	June 29, 1933
,, 30	Big Cage, The	Universal ...	F.8631	75	U	6,685	Clyde Beatty, Anita Page ...	1/48, 1/12, 1/6 ...	April 13, 1933
,, 23	Black Ghost, The	Radio	F.8816	52	U	4,705	Francis X. Bushman, jun. ...	1/6	June 1, 1933
,, 9	*Cash	Paramount ...	Br.8722	72	U	6,611	Wendy Barrie, Robert Donat	1/12, 1/6	May 11, 1933
,, 9	Cavalcade	Fox	F.8465	110	U	10,073	Clive Brook, Diana Wynyard, Herbert Mundin, Frank Lawton	2/48, 1/12, 2/6 ...	Feb. 23, 1933
,, 30	Christopher Strong	Radio	F.8825	78	A	6,978	Katharine Hepburn, Colin Clive, Billie Burke	1/48, 1/12, 2/6 ...	June 8, 1933
,, 16	Circus Queen Murder	U.A.	F.8718	62	A	5,090	Adolphe Menjou, Greta Nissen	1/48, 1/12, 1/6	July 20, 1933
,, 2	Cynara	U.A.	F.8359	80	A	7,245	Ronald Colman, Kay Francis, Phyllis Barry	1/48, 1/12, 1/6 ...	Feb. 2, 1933
,, 16	Destination Unknown	Universal ...	F.8867	60	A	5,309	Pat O'Brien, Ralph Bellamy, Betty Compson	1/48, 1/12, 1/6 ...	June 15, 1933
,, 2	Elmer the Great	First National	F.8720	75	U	6,732	Joe E. Brown, Patricia Ellis	1/48, 1/12, 1/6 ...	May 11, 1933
,, 23	Ex-Lady	Warner ...	F.8821	65	A	6,040	Bette Davis, Gene Raymond	1/48, 1/12, 1/6 ...	June 1, 1933
,, 23	Farewell to Arms	Paramount ...	F.8703	85	A	7,621	Helen Hayes, Garry Cooper...	1/48, 1/12, 3/6 ...	May 4, 1933
,, 30	Fast Workers	M-G-M ...	F.8648	65	A	5,742	John Gilbert, Mae Clarke, Robert Armstrong	1/48, 1/12, 2/6 ...	April 13, 1933
,, 2	F.P.1	W. & F. ...	F.8623	92	U	8,343	Conrad Veidt, Jill Esmond, Leslie Fenton	1/48, 1/12, 2/6 ...	April 6, 1933
,, 2	Gabriel Over the White House ...	M-G-M... ...	F.8858	92	A	8,480	Walter Huston, Karen Morley, Franchot Tone	1/48, 1/12, 2/6 ...	June 22, 1933
,, 2	Gallant Fool, The	Pathe	F.8042	46	U	5,000	Bob Steele, Arletta Duncan...	1/6	July 13, 1933
,, 16	*Ghoul, The	W. & F. ...	Br.9056	80	A	7,217	Boris Karloff	1/48, 1/12, 2/6 ...	July 23, 1933
,, 16	Girl I Made, The	M-G-M... ...	F.8748	68	A	6,144	Robert Montgomery, Sally Eilers, Madge Evans	1/48, 1/12, 2/6 ...	May 25, 1933
,, 16	*Hawleys of High Street ...	Wardour ...	Br.8837	67	U	6,137	Leslie Fuller, Judy Kelly, Amy Veness	1/48, 1/12, 1/6 ...	June 1, 1933
,, 2	Hold Me Tight	Fox	F.8957	80	A	6,515	James Dunn, Sally Eilers ...	1/48, 1/12, 2/6 ...	July 13, 1933

* Titles marked with an asterisk de

RAPH WEEKLY'S INDEX

FFERS—SEPT., 1933

The Trade's one and only guide to all sections of the industry

THE KINE YEAR BOOK FOR 1933

Title.	Renter.	Running Time.	Certificate.	Length.	Stars.	Box-Office Angle.	"Kine." Review.	Release Date.
King of the Wild	Columbia ...	62 min.	U	5,838 ft.	Rex the horse, William Janney, Wallace MacDonald	Safe supporting booking for the masses and juveniles	Sept. 28, 1933	Not Fixed
Lady for a Day	Columbia ...	93 min.	U	8,678 ft.	May Robson, Warren William, Guy Kibbee	Excellent box-office attraction, universal in its appeal	Sept. 21, 1933	Not Fixed
Last Trail, The	Fox	60 min.	U	5,550 ft.	George O'Brien, Claire Trevor, El Brendel	Rousing supporting fare for the masses and juveniles	Sept. 21, 1933	Not Fixed
Mixed Doubles	Paramount ...	68 min.	A	6,208 ft.	Jeanne de Casalis, Frederick Lloyd, Cyril Raymond	Quota supporting booking for the masses. Juvenile appeal slight	Sept. 28, 1933	Not Fixed
Moonlight and Melody ...	Universal ...	80 min.	A	7,498 ft.	Mary Brian, Leo Carrillo, Roger Prior	Very good popular booking with box-office subject. Harmless for juveniles	Sept. 7, 1933	Not Fixed
No Marriage Ties	Radio	72 min.	A	6,467 ft.	Richard Dix, Elizabeth Allan, Doris Kenyon	Very good general booking. Not for children	Sept. 21, 1933	Feb. 5, 1934
Paddy the Next Best Thing ...	Fox	74 min.	U	6,800 ft.	Janet Gaynor, Warner Baxter	Excellent star and popular booking. Juvenile appeal strong	Sept. 7, 1933	Jan. 1, 1934
*Paris Plane	M-G-M... ...	52 min.	U	5,000 ft.	John Loder, Molly Lamont, Allan Jeayes	Quota booking for uncritical audiences, of little appeal to children	Sept. 28, 1933	Not Fixed
Rusty Rides Alone	U.A.	57 min.	U	5,223 ft.	Tim McCoy, Barbara Weeks, Rockliffe Fellowes	Good second feature fare for the masses and children in particular	Sept. 14, 1933	Released immediately
Shanghai Madness	Fox	62 min.	A	5,784 ft.	Spencer Tracy, Fay Wray, Eugene Pallette	Good average two-feature programme booking. Suitable for children	Sept. 28, 1933	Not Fixed
*Soldiers Don't Care	Universal ...	70 min.	U	6,387 ft.	Pat Hanna, Joe Valli, George Moon	Very moderate quota booking for small halls	Sept. 7, 1933	Not Fixed
Song of Songs	Paramount ...	80 min.	A	7,545 ft.	Marlene Dietrich, Brian Aherne, Lionel Atwill	Powerful box-office attraction. Unsuitable for children	Sept. 7, 1933	Jan. 22, 1934
*This is the Life	British Lion ...	78 min.	U	7,100 ft.	Gordon Harker, Binnie Hale, Jack Barty	Great stuff for all classes, including the youngsters	Sept. 14, 1933	Not Fixed
Three-Cornered Moon ...	.....Paramount ...	75 min.	U	6,930 ft.	Claudette Colbert, Richard Arlen, Mary Boland	Delightful entertainment for all classes	Sept. 21, 1933	Not Fixed
*Tiger Bay	A.B.F.D. ...	66 min.	A	6,000 ft.	Anna May Wong, Henry Victor, Victor Garland	Moderate programme booking for other than high-class halls. Unsuitable for children	Sept. 21, 1933	Not Fixed
Turn Back the Clock	M-G-M... ...	79 min.	A	7,086 ft.	Lee Tracy, Mae Clarke, Peggy Shannon	Very good general booking. Harmless for juveniles	Sept. 28, 1933	Not Fixed
Unknown Valley	U.A. Columbia	68 min.	U	6,222ft.	Buck Jones, Cecilia Parker	Good supporting offering for the masses with juvenile appeal	Sept. 14, 1933	Released immediately
Wanted	Butcher ...	62 min.	U	5,734 ft.	Mick Stuart, Merna Kennedy, Walter McGrail	Adequate two-feature programme proposition for popular halls. Harmless for children	Sept. 21, 1933	Not Fixed
Wrecker, The	Columbia ...	72 min.	A	6,494 ft.	Jack Holt, Genevieve Tobin, George E. Stone	Very good general booking, with box-office star and subject. Hardly suitable for children	Sept. 28, 1933	Not Fixed

IN OCTOBER, 1933

Date.	Title.	Renter.	Reg. No.	Running Time Min.	Certificate.	Length Feet.	Stars.	Poster.	"Kine." Review Date.
Oct. 10	It's Great to be Alive	Fox	F.8958	57	A	6,110	Raul Roulien, Gloria Stuart	1/48, 1/12, 2/6 ...	July 20, 1933
,, 16	Keyhole, The	Warner ...	F.8604	70	A	6,315	Kay Francis, George Brent	1/48, 1/12, 1/6 ...	April 6, 1933
,, 9	Kid from Spain, The	U.A.	F.8369	95	A	8,812	Eddie Cantor	1/48, 1/12, 1/6 ...	Feb. 2, 1933
,, 23	Little Giant	First National	F.8742	75	A	6,863	Edward G. Robinson, Mary Astor	1/48, 1/12, 1/6 ...	May 18, 1933
,, 30	*Lost Chord, The	A.P.D.... ...	Br.8626	85	A	8,274	John Stuart, Mary Glynne, Elizabeth Allan, Anne Grey	1/48, 1/12, 2/6 ...	April 13, 1933
,, 30	Merry Monarch, The	U.A.	F.8908	75	A	6,750	Emil Jannings	1/12, 1/6	June 29, 1933
,, 2	Midnight Warning	Universal ...	F.8868	65	A	5,349	William Boyd, Claudia Dell	1/12, 1/6	June 15, 1933
,, 30	Murders in the Zoo	Paramount ...	F.8759	60	A	5,400	Charlie Ruggles, Lionel Atwill, Kathleen Burke	1/48, 1/12, 1/6 ...	May 18, 1933
,, 2	Phantom Broadcast, The ...	Pathe	F.8783	70	A	6,400	Ralph Forbes, Vivienne Osborne, Gail Patrick	1/12, 1/6	May 25, 1933
,, 16	Pick Up	Paramount ...	F.8733	66	A	6,710	Sylvia Sidney, George Raft...	1/48, 1/12, 1/6 ...	May 11, 1933
,, 30	Picture Snatcher	Warner ...	F.8851	70	A	6,370	James Cagney, Madge Evans	1/48, 1/12, 1/6 ...	June 15, 1933
,, 23	Possessed	M-G-M ...	F.8776	76	A	6,791	Joan Crawford, Clark Gable	1/48, 1/12, 2/6 ...	May 25, 1933
,, 23	*Prince of Wales, The	W. & F. ...	—	59	U	5,754	Life Story of H.R.H. Prince of Wales	— —	June 29, 1933
,, 23	Randy Strikes Oil	Pathe	F.8970	57	U	5,341	Rex Bell, Betty Mack ...	2/6	July 20, 1933
,, 2	Song of the Eagle	Paramount ...	F.8814	70	A	6,307	Charles Bickford, Richard Arlen, Mary Brian	1/48, 1/12, 1/6 ...	June 1, 1933
,, 30	Son of the Border	Radio	F.8828.	55	U	4,986	Tom Keene	1/6	June 8, 1933
,, 9	Strictly Personal	Paramount ...	F.8685	70	A	6,343	Marjorie Rambeau, Eddie Quillan	1/48, 1/12, 1/6 ...	April 27, 1933
,, 23	*Summer Lightning	U.A.	Br.8785	77	U	7,004	Ralph Lynn, Winifred Shotter, Dorothy Bouchier	1/48, 1/12, 2/6 ...	June 1, 1933
,, 23	Sweepings	Radio	F.8818	52	A	7,231	Lionel Barrymore, Gloria Stuart, William Gargan	1/48, 1/12, 2/6 ...	June 8, 1933
,, 2	*Thirteenth Candle, The ...	Warner ...	Br.8570	70	A	6,172	Isobel Elsom, Gibb McLaughlin	1/6	Mar. 30, 1933
,, 16	*This Week of Grace	Radio	Br. 9025	92	U	8,245	Gracie Fields, Douglas Wakefield, John Stuart	1/48, 2/12, 2/6 ...	Aug. 3, 1933
,, 2	Under the Tonto Rim	Paramount ...	F.8769	58	U	5,318	Stuart Erwin, Fred Kohler	1/48, 1/12, 1/6 ...	May 25, 1933

Asterisk denote British Pictures.

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"LADIES MUST LOVE"

Seens from LADIES MUST LOVE, the second presentation of Universal's present Trade show season, which will be seen at the Cambridge Theatre on Thursday evening, Oct. 12. It is described as a gay comedy with music and is noteworthy for the debut of June Knight, the American musical comedy star. In the supporting cast are Neil Hamilton, Sally O'Neil, Dorothy Burgess, Mary Carlisle, Virginia Cherrill, George E. Stone and Oscar Apfel

Ring Up the Curtain

M-G-M. American (A). Directed by Willard Mack. Featuring Alice Brady, Frank Morgan, Jackie Cooper and Russell Hardie. 7,900 feet. Release date not fixed.

HERE is a Cavalcade of American entertainment, covering the subject from the hearty music-hall of the 'eighties to the present era of talking pictures. The drastic changes are depicted through the experiences of a couple of old troupers, husband and wife, brilliantly portrayed by Alice Brady and Frank Morgan, who weather the storm and live to see their grandson follow the fine tradition. Shrewd in observation and human in its appeal, it is an excellent novelty booking, one strong in exploitation values.

Story.—Lulu and Ted Hackett are joint partners in a song and dance act, popular in the 'eighties. A son, Ted, is born to them, and in the process of time he joins the act, but leaves to strike out on his own. The act is not too successful without him, and he, through drink and an inherent liking for the fair sex, is morally responsible for the death of his wife shortly after his son is born. He joins up and is killed in the war, but Lulu and Ted, senior, live on to bring up his son, help launch him in talking pictures, and save him from the family trait.

Acting.—Frank Morgan gives an exceedingly clever and finely graduated study as the original Hackett, a gentleman who has a weakness for the ladies, but is curbed by his wife, Lulu; he admirably suggests the conceit of the "pro."

Alice Brady is equally good as the understanding Lulu and acts with conviction. Jackie Cooper and Russell Hardie as Ted the second, as a boy and adult, and Mickey Rooney and Eddie Quillan as Ted the third, all display exceptional versatility and have the true sense of character. Madge Evans is charming as Ted the second's wife, and the rest of the minor rôles are competently filled.

Production.—The idea of revealing the changes that have taken place in entertainment during the last three decades is a novel one, and its possibilities have been finely used.

The human angle is quietly stressed throughout, making for universal and feminine appeal, while the backstage element results in lively by-play and clearly suggests the passing of time and popular tastes. Although the theme is original, and the technical work faultless, it is the excellence of the individual characterisation that puts the seal of success on the entertainment.

Settings and Photography.—The atmosphere of the old-time music-hall is rich in colour, the change of public taste to musical comedia is effectively hinted, while the coming of the talkies reveals shrewd observation.

Points of **Appeal.**—New theme and crowded interests, human appeal, clever story, authentic detail, colourful backgrounds, excellent characterisation, resourceful direction and fascination of backstage locale.

Her Splendid Folly

Butcher. American (U). Directed by William O'Connor. Featuring Lilian Bond, Theodore Von Eltz and Alexander Carr. 5,496 feet. Release date not fixed.

AN unpretentious romantic drama, an extravagant theme and a film studio background, which mixes bright humour and popular romance in agreeable proportions. The novelty angles representing the ballyhoo that goes on behind the scenes, and capable characterisation, atone for the naivete of the story and turn it into pleasant entertainment.

Story.—Joan McAllister, an out-of-work typist, secures a job doubling for Laura Gerrard, a star, and is forced by the producer, Solomon Ginsberg, to keep up the masquerade when Laura is killed in a motor accident.

She falls in love and marries Wallace Morley, her leading man, but is later blackmailed by John de Silva, Laura's husband, who refuses to believe that she is not his wife. Joan's mother, however, turns up, to prove her identity at the crucial moment, and all ends well.

Acting.—Lilian Bond invests the dual rôle with vivacity and charm. Theodore Von Eltz is adequate as Morley. Alexander Carr contributes an amusing Jewish characterisation as Ginsberg.

Production.—The romantic and comedy side of this picture are really quite entertaining, but the mother-love sentiment is a trifle sugary, and out of keeping with the rest of the play, and the ending relies too heavily upon coincidence to convince. Still, if perfect balance is not secured, there remains much to please and intrigue popular patrons.

Settings and Photography.—The film studio detail has its humorous side, and is also of interest, and the development covers plenty of territory, thus avoiding monotony, but the lighting and photography are at times dark and patchy.

Points of Appeal.—Artless, amusing story, popular romance, homely sentiment, intriguing locale, and capable characterisation and direction.

Morning Glory

Radio. American (A). Directed by Lowell Sherman. Featuring Katharine Hepburn, Adolphe Menjou, Douglas Fairbanks, Jun. 6,560 feet. Released March 5, 1934.

INTIMATE drama of the theatre, a picture which plumbs its depths, rockets to its heights, mirrors its heartbreaks, disappointments and triumphs and weaves them all into splendid entertainment through the brilliance of Katharine Hepburn, whose character-building is superb and amounts to genius, and the skill, delicacy and understanding displayed in Lowell Shermans' direction. Definitely an outstanding propositon, a film which will enhance the already firmly-established reputation of the star, and furnish the exhibitor with a unique and unquestionable box-office success.

Story.—Eva Lovelace comes to New York determined to fight for success on the stage. She meets Robert Hodges, an elderly actor, and through his benevolence makes the acquaintance of Louis Easton, a big producer, and Joseph Sheridan, a successful young dramatist.

Neither are at first impressed by her personality or talent, but while under the stimulating influence of a first-night party she gives excerpts from "Hamlet" and "Romeo and Juliet" which impress Joseph. She is compelled to spend the night in Easton's apartment, and mistakes his visit to her for a gesture of genuine affection. In order to soften her disillusionment she seeks experience on tour.

Later, Easton and Sheridan are let down on the opening night of their new play by Ritz Vernon, their star, and Joseph, who had found a small part for Eva, persuades Easton to let her take over the lead. She proves equal to the opportunity, and scores a tremendous success, but is a little uneasy of the honours when she realises that Easton is only interested in her as a valuable piece of stage property, and that she cannot honestly return Joseph's love.

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Although the picture is woven around the one character, brilliantly interpreted by the star, it is so perfectly balanced that the supporting players fill in and complete the design without deflecting interest from its centrepiece. The impeccable entertainment not only carries universal appeal, but is addressed in strong terms to women in particular.

Settings and Photography.—The settings are suitably varied and always keep pace with the mood of the play, while the backstage technicalities are turned into neat and diverting by-play. Lighting and photography are excellent.

Points of Appeal.—Brilliant portrayal by box-office star, human, arresting and intelligent story, excellent support, delicate treatment, strong drama, tender pathos, and delightful sentiment.

Rafter Romance

Radio. American (A). Directed by William Seuter. Featuring Ginger Rogers, Norman Foster and George Sidney. 6,300 feet. Released March 19, 1934.

COMEDY drama, a bright and lively variation of the Box and Cox theme, slickly presented and portrayed by a resourcetul cast, every member of which knows his job and does it well. Romance and humour are generously mixed, and the effective story is embellished with snappy by-play. Good entertainment and good fun. Capital programme booking.

Story.—Mary Carroll, who works for a firm of refrigerator manufacturers, occupies a garret by night, while Jack Bacon, a struggling painter, temporarily employed as a night watchman, occupies the same room by day, but neither knows of the other. Mary is pursued by her boss, and Jack is forced to suffer the patronage of a wealthy tippling spinster.

The two meet accidentally and fall in love, and little know that they are a constant source of trouble to each other and develop a growing animosity through their inability to make the most of the arrangements of their Jewish landlord. Their romance, however, eventually results in them discovering the truth, and the loose threads are picked up when Mary's boss and Jack's patron meet.

Acting.—Ginger Rogers has a fascinating way with her and is likeable as Mary, and Norman Foster plays his part effectively as Jack, the two making an entertaining team. George Sidney as the Jewish landlord, Robert Benchley as the boss, and Laura Hope Crews as the tippling spinster all furnish excellent support.

Production.—The complexities of the plot are handled with dexterity by the producer, and the situations which accrue lead to lively humour, tempered with an essential measure of popular romance. The competent players quickly enter into the spirit of the entertainment, and their wholehearted team work enables the novel situations to register. The picture is backed with good technical work and crisp and amusing dialogue, the entiretly representing snappy and popular diversion

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The direction hustles the story along with an abundance of popular Western riding, fighting and shooting situations, and the location is well chosen for its vast open range and small-town atmosphere.

Each episode finishes with a thrilling event and a note of suspense, and the players, led by Buck Jones, are a hard-working and capable team. Good Western serial booking. Good juvenile appeal.

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Frances Fuller in ONE SUNDAY AFTERNOON (Paramount.) *(See story on page 6)*

NEWS FROM ALL QUARTERS

Rink Licence Held Up—Rotherham Alterations—"Wax Museum" Passed

Glasgow Corporation Public Assistance Committee is empowered to hire films for the fortnightly kinema entertainments at the Lennox Castle institution.

Tynemouth Corporation has arranged terms for the sale of a site in Billy Mill Lane, Chirton, for the erection of a kinema.

The Nelson Bench has refused an application for the opening of the Grand Cinema for Sunday lectures, under the auspices of the Sunday Lecture Society.

Reg Davis, manager of Pathé's Birmingham branch, has booked "Meet My Sister" to the West End Kinema, Birmingham.

The Watch Committee of the Stoke-on-Trent Corporation has had an application for a kinema licence in respect of the Rollo Skating Rink, Bath Street, Tunstall, but deferred consideration till the premises have been inspected.

Rotherham Alterations

Extensive alterations are to be made to the circle at the Regent P.H., Rotherham. These will slightly increase the number of seats available, but mainly the alterations are to improve the line of sight. The hall is also to be partially refurnished and recarpeted.

The licences of the Palladium and Globe Cinemas, Burslem, have been transferred from Archibald Wood to George Harold Goodwin.

Following viewings by Birmingham magistrates, "The Ghoul" and "The Mystery of the Wax Museum," which are being screened at the Gaumont Palace and the Forum Theatre respectively this week, have been passed for exhibition providing that no child under 16, whether or not accompanied by an adult, would be allowed to see them.

The congratulations and best wishes of a large circle of Midland exhibitors will be extended to Alan E. Hewitson, son of Coun. Edward Hewitson, and general manager of the circuit, on the birth of a daughter.

F. Sydney Webb, assistant manager of the Theatre Royal, Birmingham, was married at the Birmingham Registry Office on Tuesday last to Veda Wardman, of London, who, this week, is appearing at the Prince of Wales Theatre in the production of "Wild Violets."

A building lease of a site in George Street, Oxford, is being applied for by Union Theatres, Ltd. In the meantime, the Corporation Estates Committee has extended the lease of the theatre for another year.

UNIVERSAL'S LATEST PRODUCTIONS

"S.O.S. Iceberg" and "Ladies Must Love" Commence Trade Show Season

SIXTEEN FILMS READY

THE most important Trade show campaign in the history of Universal opens on Tuesday evening with the presentation at the Cambridge Theatre of "S.O.S. Iceberg." S. F. Ditcham, managing director, announces that this Greenland super is the first of 16 pictures which are either completed and on the way to London, or nearing completion at the Universal studios.

"S.O.S. Iceberg" will be followed on Thursday, October 12, by "Ladies Must Love," a gay musical, which is set for an 8.45 Trade show at the Cambridge Theatre. The following afternoon (Friday) the Phœnix Theatre, W., will be the setting of the third presentation, "Laughter in the Air," another sparkling contribution to the musical cycle.

Brilliant Star Line-up

In the new productions will be one of the finest line-ups of stars ever scheduled by Carl Laemmle. Prominent among them are John Barrymore, Wynne Gibson, Edmund Lowe, Karloff, Bebe Daniels, Doris Kenyon, Reginald Denny, John Boles, Benita Hume, Una O'Connor, Claude Rains, Slim Summerville and Zasu Pitts, Gloria Stuart, Evalyn Knapp, Elisa Landi, Helen Twelvetrees, Alice White, Chester Morris, Margaret Sullavan, Edward Everett Horton, Edna May Oliver, Nils Asther, Paul Lukas, Esther Ralston, Thelma Todd, Leila Hyams, George E. Stone, Alan Dinehart, and many more.

CARL LAEMMLE, Jnr., Director of Production

Latest Summerville-Pitts

So popular have Slim Summerville and Zasu Pitts become as a co-starring team that they are working overtime on their productions. The latest, "Oh, Promise Me," formerly known as "Love, Honour and Oh, Baby," will arrive this week, a London Trade show following very shortly afterwards. Donald Meek, Lucille Gleason, Purnell Pratt, George Barbier, Arthur E. Stone, and Henry Kolker, head the cast. Eddie Buzzell directed.

"Saturday's Millions," with Leila Hyams and Robert Young co-starring. Johnny Mack Brown, Andy Devine, Grant Mitchell, Mary Doran, Mary Carlisle, Lucille Lund (America's most beautiful co-ed), and Joseph Sauers head the cast of this Edward Sedgwick production.

"The Invisible Man"

The strangest story ever filmed will be presented after "Saturday's Millions" is promised in James Whale's picturisation of the H. G. Wells novel, "The Invisible Man," in which Claude Rains makes his screen debut as the invisible villain. As the invisible madman, he causes riot and ruin in a little English village.

A powerful cast supports Rains, including many British players, such as Una O'Connor, Merle Tottenham, Holmes Herbert, Forester Harvey, Crauford Kent, Henry Travers, Dudley Digges, and E. E. Clive, while Gloria Stuart has the feminine lead, with William Harringan featured.

The picture was adapted by R. C. Sherriff.

93 Speaking Parts!

"Only Yesterday," which advance reputation declares has outstanding box-office qualities, will shortly arrive in London. It represents the most amazing casting achievement in Hollywood's history, in so far as there are 93 featured speaking parts, each taken by a well-known player, as well as a supporting cast of 5,000 people.

S. F. DITCHAM, Managing Director, Universal

To mention 93 featured personalities would be like reciting a Hollywood "Who's Who," but the star rôles are held by John Boles, Margaret Sullavan (the New York stage star), Billie Burke, Benita Hume, Reginald Denny, and Edna May Oliver.

"Only Yesterday" is the latest directorial vehicle of John M. Stahl, and, like his previous productions, it is a brilliant human drama. Frederick Lewis Allen, in writing the story, took, as the framework of his plot, some of the outstanding world events of the last 12 years—in other words, "Only Yesterday" may be regarded as America's "Cavalcade."

Wynne Gibson's Début

Wynne Gibson makes her début in "Wanted at Headquarters," an especially strong cast, including Alan Dinehart, Onslow Stevens, William Collier, Senr., Warren Hymer, Skeets Gallagher, J. Farrell McDonald, Edward Van Sloan and John Wray.

Alice White, one of the most attractive blonde stars among the younger school, returns to the screen in "Dangerous to Women," in which she co-stars with Chester Morris and Helen Twelvetrees. John Miljan, Frank Albertson, George E. Stone, Warren Hymer, George Meeker and Grant Mitchell are others prominently cast in this story of the boxing ring. Kurt Neumann, who made "The Big Cage," directed.

Another interesting co-starring comedy début presents Slim Summerville and Andy Devine co-star, with the support of Leila Hyams, Una O'Connor, David Torrance and Ferdinand Gottschalk.

Gigantic Star Casts

Multi-star casts are the order of the day with the new pictures now being shot at Universal City.

"Counsellor-at-Law," the Elmer Rice play, which William Wyler is directing, has John Barrymore in the star rôle of Counsellor Simon, with Doris Kenyon, Bebe Daniels, Thelma Todd, Melvin Douglas, Onslow Stevens, Isabel Jewel and Sidney Blackmer heading a cast of 28 featured players.

Another big star line-up appears in "By Candlelight," the adaptation of the brilliant London stage success. Paul Lukas, Elissa Landi, Nils Asther, Esther Ralston and Lawrence Grant have the leading rôles with a large cast in support.

Work has begun on "Love Time," a musical romance in which John Boles, possessor of the screen's finest voice, once more bursts into song. Gloria Stuart, Frank Albertson and Dorothy Peterson are among those supporting the stars, while Victor Schertzinger is directing.

A new 12-episode chapter-play, "The Perils of Pauline," is also well under way with Evalyn Knapp and Robert Allen in the leading rôles. Other productions which are in preparation are the Edward Everett Horton-Edna May Oliver co-starring début, "Poor Rich"; Wynne Gibson's second vehicle, "The Exquisite Thief," "Secret Agent," starring Gloria Stuart, and to be directed by Karl Freund; "The Good Red Bricks," with Margaret Sullavan, Alice White and Helen Twelvetrees; "American Scotland Yard," starring Edmund Lowe; and "Showboat," which is to be made by Frank Borzage.

UNIVERSAL'S NEW STARS

E. E. Horton and Edna May Oliver Co-Star

Several important deals in star talent have just been concluded by Universal, the most important of which is the signing of Edward Everett Horton and Edna May Oliver to co-star in three big comedy features.

Carl Laemmle, Junr., has decided to develop the comedy co-starring system, following the world-wide success of Slim Summerville and Zasu Pitts. John Bright and Dale Van Every are now writing the first Horton-Oliver story.

Essex C.C. on Film Problems

A Task for the Film Institute

IN the annual report of the Essex Licensing Committee prominence is given to the functions of the National Film Institute, which, incidentally, is erroneously stated to have been provided for by the Sunday Entertainment Act.

The chairman of the committee (Henry Heather) states that the committee look to this National Film Institute to take the lead in helping to provide the best type of films, and to endeavour to eliminate from our picture houses the very undesirable type of film which has often been presented to the British public in the past.

"It is foolish," continues the report, "to ignore the influence of the pictures. We must take all the precautions possible, through the National Film Institute and other agencies, to create a taste and demand by the people for the type of film that will create interest as well as amusement in the minds of both young and old."

A Film Problem

The report goes on to say, "The enforcement of the Regulation *re* A and U films, adopted in 1932, has given considerable trouble, and nearly all cases of irregularity were in the less populated areas. Cautions were issued in a number of first offences, and now it is rare to find the regulations ignored.

Sunday Profits

"Revised proposals for the allocation of a portion of the profits from the Sunday opening of kinemas will shortly be brought forward for adoption by the Council."

Television

An interesting forecast of the future development of the entertainment industry is instanced in another paragraph: "The experiments and frequent improvements in Television will, in all probability, effect a further revolution, which the younger members of this generation will see. It will not be necessary to go to a kinema to see the pictures. They will be able to be switched on to a screen in one's own home, just as readily as the wireless programmes are switched on at present. The British Broadcasting Corporation will offer a choice of films, and without going out of your own home, you will be able to enjoy a picture programme with all the stereoscopic and colour improvements that are being gradually but surely produced."

In conclusion, he adds: "What the financial position of the kinemas will be I cannot foresee."

LONDON C.E.A. DISCUSS SEASIDE RELEASES

DATE FIXED FOR ANNUAL DINNER

(Continued from page 3)

write to the Kinematograph Renters' Society accordingly.

Annual Dinner

The Chairman said that the annual dinner and dance of the branch would be held at the Savoy Hotel, on Tuesday, December 12, and the following were appointed to the Dinner Committee:—Messrs. J. Alexander, T. H. Fligelstone, Major A. J. Gale, R. V. Glover, Thomas France, C. Hartley-Davies, B. Jay, C. A. Mathes and K. A. Hyman.

Carbon Situation

Arising out of the report of the proceedings of the General Council meeting, a very long discussion took place upon the report of the Carbons Committee, and as the majority of the members felt that sufficient progress had not been made regarding the price of carbons, Mr. Alexander and Mr. Crow, as members of the Carbons Committee, promised to convey this feeling to the next meeting of the Carbons Committee.

A letter was read from the Northern branch, advocating a new contract in the form of an arbitrator's award contract, as there appears to be no progress being made in the New Standard Contract, and the Chairman promised to raise this question at the next meeting of the General Council.

Amongst other matters discussed in connection with this report were Western Electric service charges and the deputation to the Board of Trade regarding quota pictures.

Seaside Releases

The question of seaside pre-releases was referred to, and it was agreed to put this matter down as a separate item for discussion at the next meeting.

An instruction was given to the secretary to circularise the members reiterating the resolution that 40 per cent. should be the maximum price for any one film, and urging upon the members to abide loyally by the resolution.

The proceedings then terminated.

An application from the League of Nations, North Hackney branch, was considered, wherein it was suggested that a film of approximately 30 minutes' duration should be exhibited on Armistice Day, advocating the aims of the League of Nations, and the secretary was instructed to point out the difficulties of recommending members to show a film of 30 minutes' duration as programmes were made up so many weeks in advance.

An application from the Greater London Fund for the Blind for the exhibition of the film, "The Inward Eye," was sanctioned and referred to the individual discretion of the members.

Kingston Current

The secretary reported that a meeting of Kingston exhibitors had been held, at which C. Hartley-Davies was in attendance, to consider the question of electricity charges in the borough, and a letter had been sent to the borough electrical engineer asking for a deputation, to which a reply had been received that the matter would be considered by the Electricity Committee of the Council.

Rating Experts

The members had reference to a report on rating matters, and the report by the official rating surveyors of the branch—Messrs. Sidney H. and D. Graham Motion. The chairman said he was glad to note that many more exhibitors were taking advantage of the services of the rating surveyor, and he hoped in due course that an increasing number of members of the branch would consult with Messrs. Motion.

The secretary reported that the branch membership now stood at the figure of 530.

Two More from Majestic

"The Sin of Nora Moran" for P.D.C.

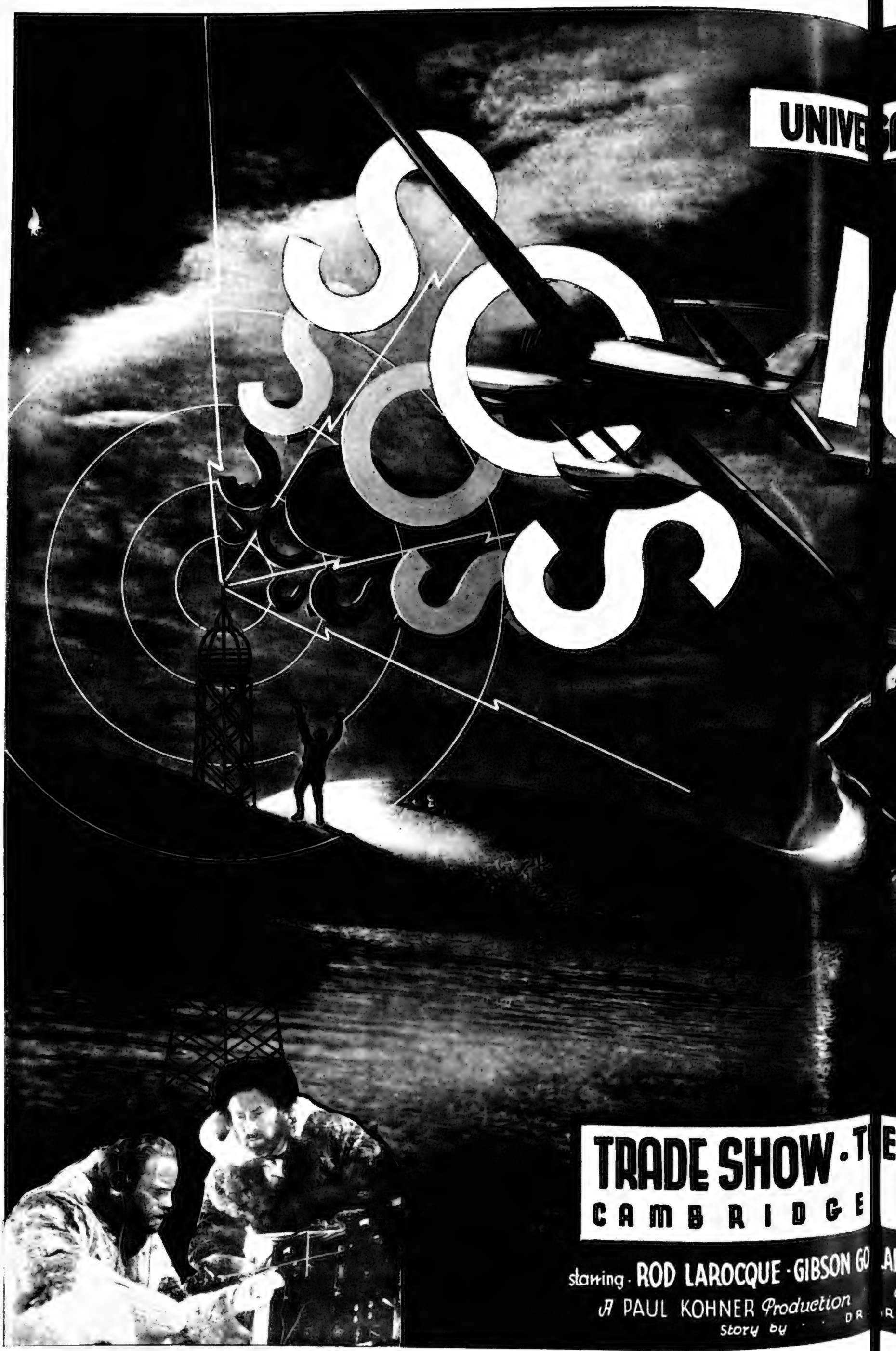
The second Majestic production to be released under the 1933-34 Majestic schedule —"The Sin of Nora Moran"—has been completed, and is now being cut and on the coast. Zita Johann, Alan Dinehart, Paul Cavanagh, and John Miljan were cast in the leading rôles, while Sarah Padden and Henry B. Walthall are but two of the well-known names which appear in a brilliant supporting cast.

Taken from the famous stage play by Willis Maxwell Goodhue, the celebrated playwright, "The Sin of Nora Moran"—which was made under the working title of "The Woman in the Chair"—was directed by Howard Christy and produced by Phil Goldstone.

To follow "The Sin of Nora Moran," Phil Goldstone, the production chief of Majestic, has started work on "The Age of Indiscretion"—an adaptation of Theodore D. Irwin's successful novel, "Collusion." The cast for "The Age of Indiscretion" has not yet been definitely decided, but following the increased budget plan recently approved at the Majestic convention in Chicago, there is no doubt that big names will appear.

"The Age of Indiscretion" is said to be a sensational yet authentic exposé of the divorce racket as practised on the other side of the Atlantic.

The distribution of "The Sin of Nora Moran" and "The Age of Indiscretion" will, of course, be in the hands of P.D.C., Limited, as far as the United Kingdom and Ireland are concerned.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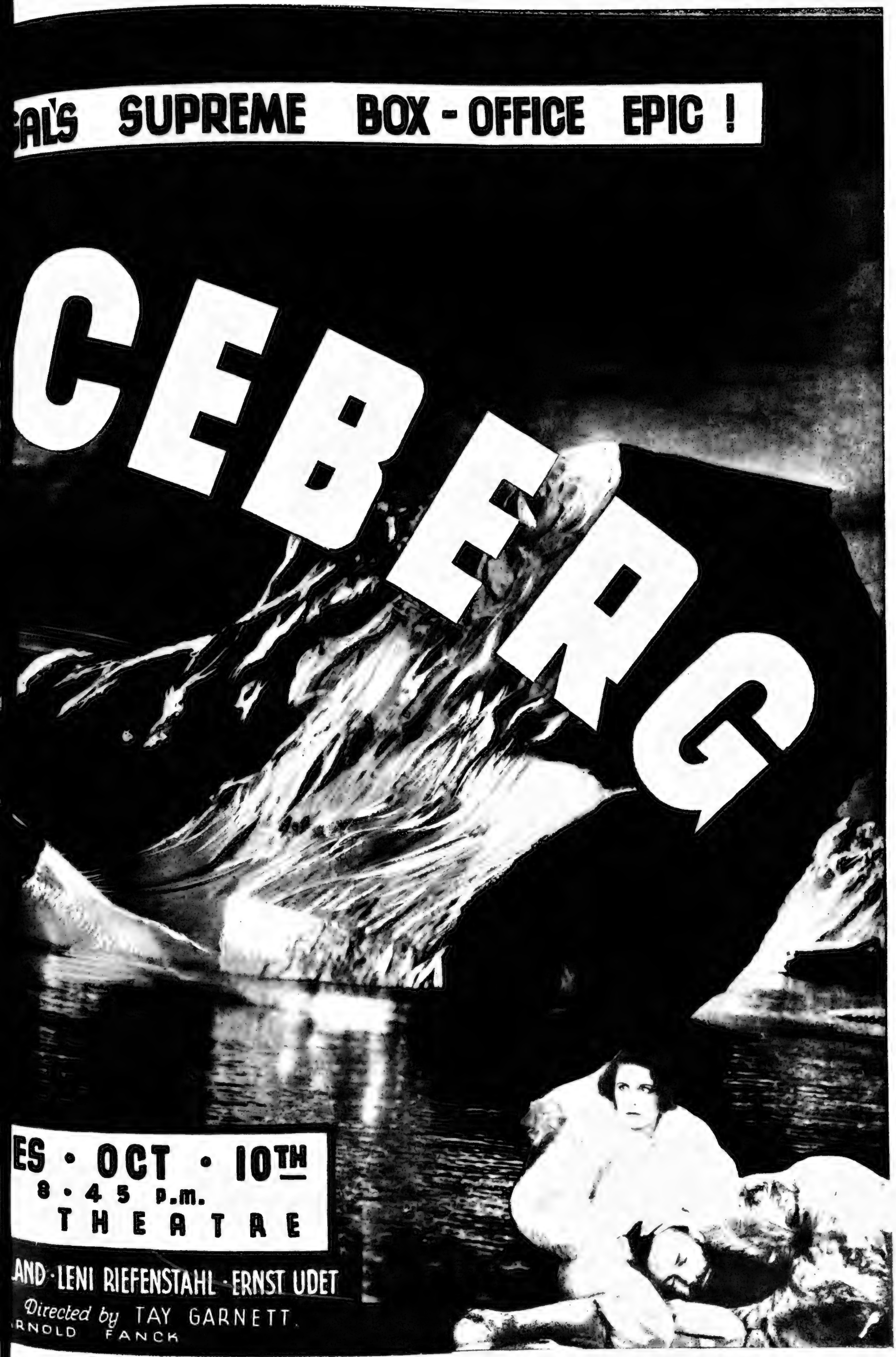

GAL'S SUPREME BOX-OFFICE EPIC !
CE BEG
ES • OCT • 10TH
8.45 p.m.
THEATRE
AND · LENI RIEFENSTAHL · ERNST UDET
Directed by TAY GARNETT.
RNOLD FANCK

A UNIVERSAL MUSICAL
Ladies Must Love
with
JUNE KNIGHT
NEIL HAMILTON • SALLY
O'NEIL • DOROTHY BURGESS
MARY CARLISLE • GEORGE E. STONE
TRADE SHOW
THURSDAY, OCT. 12th.
at 8.45 p.m.
Cambridge Theatre
STEP OUT WITH UNIVERSAL

A UNIVERSAL MUSICAL
Laughter in the Air
WITH
MYRT AND MARGE
Americas most popular Radio Stars
J FARRELL MACDONALD
EDDIE FOY Jnr. and many more
TRADE SHOW
FRIDAY, OCT., 13th.
at 3 p.m.
Phoenix Theatre

HH

MORE GREAT PROSPERITY PICTURES on the way *from* the Studio of HITS!

"LOVE, HONOR, AND OH! BABY"

Another riotous co-starring Comedy with

SLIM SUMMERVILLE

ZASU PITTS

DONALD MEEK • LUCILLE GLEASON • PURNELL PRATT

"THE INVISIBLE MAN"

H. G. Wells' most amazing thriller with superb cast including

Claude Rains Gloria Stuart
Una O'Connor William Harrigan
Forrester Harvey
Merle Tottenham

Directed by - JAMES WHALE.

"ONLY YESTERDAY"

one of the greatest human Dramas ever screened

A JOHN M. STAHL production

with

93 featured roles

Cast of 5,000!!

"SATURDAY'S MILLIONS"

with the great new romantic team

ROBERT YOUNG LEILA HYAMS

and

MARY CARLISLE • JOHNNY MACK BROWN • ANDY DEVINE

"COUNSELLOR-AT-LAW"

the famous Elmer Rice play starring

JOHN BARRYMORE

with

BEBE DANIELS DORIS KENYON
THELMA TODD and 24 others.

"BY CANDLELIGHT"

the outstanding London play success -- starring

ELISSA LANDI and PAUL LUKAS

with

NILS ASTHER • LAWRENCE GRANT • ESTHER RALSTON

"DANGEROUS TO WOMEN

with

CHESTER MORRIS

ALICE WHITE

HELEN TWELVETREES

George E. Stone & John Miljan

"WANTED AT HEADQUARTERS"

with

WYNNE GIBSON

ALAN DINEHART • SKEETS GALLAGHER • ONSLOW STEVENS

J. FARRELL McDONALD

"TIN PANTS"

The great new Comedy team of

SLIM SUMMERVILLE * ANDY DEVINE

with

LE LA HYAMS UNA O'CONNOR

DAVID TORRANCE

COLUMBIA IN THE PROVINCES

BRANCHES OPENED AND SALES STAFFS ENLISTED

THE organisation of the Birmingham branch of Columbia Pictures, Ltd., which has commodious and centrally-situated headquarters at 90-92, John Bright Street, only a few paces from the Futurist Theatre, was completed during the week-end.

On the first floor are the manager's and the general offices, with the salesmen's and despatch department on the second and third floors, respectively. The film vaults are on the roof.

The organisation work has taken some weeks, but H. P. Jones, who "crossed over" from Warners to become Columbia's manager, assures exhibitors that all his staff are familiar with the conditions peculiar to the territory.

Victor C. Hornblow will cover Birmingham, J. A. McDonald (formerly with Butchers), the Potteries and the Black Country, J. Levy (until recently with Gaumont-Ideal) Notts and Derby. C. Pinder is office manager.

Mr. Jones has been connected with the Trade since 1917, when he joined the staff of Fox at Manchester, from which he resigned to become Universal's manager, Cottonopolis, and later took up theatre interests of his own. When Max Thorpe left Universal for Warner's Mr. Jones joined him as manager of the Manchester branch, and has recently been in charge at Birmingham.

Victor Hornblow entered the Trade in 1913 as manager of Erdington Palace, Birmingham. After war service in Serbia he held managerial posts at the Scala, Wolverhampton, under Edgar Hounsell, and at the Maida Vale Picture House, London, under the late Sol Levy. He was general manager for about two years at the Delicia P.H., Birmingham, leaving this post to follow Kenneth Castlemount as Birmingham branch manager for Wardour. In recent years he has been engaged on the South Coast, first with Universal and latterly as an independent film agent.

Columbia at Cardiff

The Columbia Picture Corporation have opened a branch office at Dominions Arcade, Cardiff, with Walter E. Dovey as manager. The South Wales representative is C. G. Hill and the West of England representative W. J. Wilkinson.

U.A. EXTENSIONS

New Liverpool Offices

Liverpool branch of United Artists Corporation intends to transfer to larger offices within the next few weeks. Negotiations are proceeding, states J. Covel (branch manager), for a spacious suite in close proximity to the principal Trade show theatres. G. Anthony, who was formerly on the staff of Fox Film Co., at Liverpool, has joined United Artists as traveller on the North Wales territory, and a further traveller will be appointed for the Liverpool area within the next few days.

Executive and sales force of First National at the Convention banquet at the Winter Garden, Blackpool

TRADE TEAMS IN SOCCER DUELS

FILM DANCE AT THE ALBERT HALL

B.I.P., A.B.C. Big Night of Revelry

THE biggest and most spectacular dance in the history of the film Trade is scheduled for Wednesday, November 22, at the Albert Hall, the occasion of the fourth annual film ball of B.I.P., A.B.C. and their subsidiary companies, now merged with Associated British Picture Corporation.

A long programme has been arranged, dancing taking place from 8 p.m. to 3 a.m., to the music of Billy Cotton's band. In addition, there will be performances by a massed orchestra of 100 performers, and on the Albert Hall organ. At midnight a popular cabaret will be staged, in which famous stars of stage and screen will appear. There will also be a number of competitions for valuable prizes.

The attendance promises to tax even the huge capacity of the Albert Hall. Tickets may be had from any of the associated companies, price 3s. 6d. each, boxes being £1 1s. and £3 3s.

Cricket Cup for N. Staffs C.E.A.

Following the success of the cricket match between members of the North Staffs C.E.A., which was played at their outing last Sunday, Bert Miller has offered to provide a cricket cup to be played for each year by teams in the North Staffordshire area.

Scenes from BUREAU OF MISSING PERSONS, which First National is Trade showing at the Cambridge Theatre, next Wednesday. Lewis Stone, Pat O'Brien and Glenda Farrell, are starred in this picture, which recalls many cases of famous persons who have unaccountably disappeared

B. and D. Find Their Form

BRITISH LION WIN AGAIN

KAY Films, Radio and Universal Pictures made their bow in the *Kine.* League on Saturday. The former visited British and Dominions and, with an unbalanced side, were beaten soundly by 9 goals to 1. Radio lost to Elstree Labs. gallantly, but Universal went to Wealdstone and picked up a point from Kodak.

The game at Boreham Wood was, however, not so one-sided as the score suggests. True, B. and D., with two changes in the team, defeated by British Lion, showed something of the form we expect from Cup-finalists, but Kay fought back hard against a superior attack. The story of the match is that of a five-minute drama. At half-time Kay were only two goals down. Yet, 15 minutes after the resumption, the crowd of 200 were witnesses of an amazing collapse. For five minutes the Kay defence crumpled and B. and D.'s fast-moving forward line scored five. One a minute! Hall was at the top of his form, and he is a dangerous shot and attacker at any time. Henry, the Kay pivot, worked hard, but, with the exception of Farrel at centre, the forward line failed to make use of their chances. With changes in the defence, Kay will quickly settle down and earn a reputation as a team of fighters.

Against Radio Pictures, at Elstree, the Labs. played a man short, and lost Charles, their outside-right, in the second half. He was carried off with an injured knee. Nevertheless, nine men were enough to beat Radio, who are beset with team-building difficulties. The play was ragged. The second half position changes made by Radio were justified, and Beckley should be persevered with at the centre-half position.

An Exciting Game

It was a good game at Epping between The Era and British Lion, distinguished by the splendid play of Young, the home team's centre-half. The men from Beaconsfield won because there was more thrust in their attack. The Era forwards lacked cohesion and the backs were erratic. The duel between Young and Whatmore, the Lions' centre-forward, was thrilling, with honours even. Head, in the home goal, brought off several spectacular saves.

It was pleasing to note a decided improvement in Kodak. They played against Universal with grim determination, and young Blackwell, at inside-left, is shaping nicely.

RESULTS.

B. and D., 9 (Hall 3, Elvin 2, Harris, Howell, Clevely, Fitzhugh); Kay Film Ptg., 1 (Farrell), (half-time 2—0). The Era, 2 (Welsh 2, including penalty); British Lion, 4 (Whatmore 2, Lidgley) (half-time 1—1). E. Film Labs, 3 (Charles, Shepherd, Lawrence); Radio Pictures, 1 (Cresswick), (half-time 2—0). Kodak, 2 (Blackwell, Debenham); Universal, 2 (Fullilove, Barron, pen.), (half-time 1—1).

POTTERIES OUTING

G.-B. STAFFS VISIT BLACKPOOL

The Potteries section of Gaumont-British kinemas held their annual outing last Sunday when a party of about 280 visited Blackpool, where members of the staffs of the Regent and Empire, Hanley, and Hippodrome, Stoke, and the Coliseum, Burslem, spent an enjoyable day, despite the rather unfavourable weather.

The party from the Regent, Empire and Hippodrome made the journey in four special railway coaches, while the Coliseum company travelled by road. Kenneth Poad, manager of the Coliseum, made the arrangements, and at a luncheon at the Central Restaurant he was thanked for the excellent way in which they had been carried out.

"CAVALCADE" PRESS PRE-VIEW

It was a happy idea by C. E. Windsor, manager of the Regent P.H., Sheffield, to arrange a pre-view day for the representatives of the local newspapers on the Sunday previous to the opening of "Cavalcade" season.—This resulted not only in several columns of news space, but editorial commentaries in a number of daily and evening newspapers on the following day.

SCREEN GOLFERS AUTUMN DINNER

C. M. Woolf to Auction the Sweep

C. M. WOOLF has definitely accepted the invitation of the Screen Golfing Society to auction the society's sweep on Thursday evening, it was officially announced over the week-end.

Jeffrey Bernerd and members of the House Committee are faced with the problem of finding adequate accommodation for members and their guests, and great satisfaction is felt by the committee at the large number of applications. Mr. Isidore Ostrer, the president, will be present.

The dinner takes place at the Bray Room of the Kit-Cat Restaurant at 7.30, when presentation of trophies and a cabaret will be other features of the evening.

Maurice Ostrer (4) won the Screen Golfing monthly medal at Stoke Poges, on Sunday, with a net score of 71. S. Taylor (32) won the novices with 74 net.

C.T.B.F. Golf Cup

The final for the Cinematograph Trade Benevolent Fund Challenge Cup has now been played between S. Foster (handicap 24) and T. G. Wallis (handicap 4). Both contestants played excellent golf, and S. Foster proved the winner by 5 up and 3 to play. T. G. Wallis receives the silver tankard presented by S. Rowson.

ISY GRAHAM CUP

H. ROUTLEDGE'S SUCCESS

The final 18 holes for the silver cup given by Isy Graham for competition among members of the Sheffield Screen Golfing Society was played over the Sickleholme course at Bamford on Wednesday. Wet weather and a heavy course militated against good returns, and for the most part scores were high.

The best card was returned by Dick Walker, last year's winner, with 73. With his 76 for the first 18 holes, this brought his total to 149. Horace Routledge, who had the remarkable score of 69 for the first round, could not do better than 80, making his total 149. Len Sullivan returned a gross total of 152, but H. S. Silvey, who had 69 for the first round, was down the course with a nett 85.

Horace Routledge and Dick Walker played off for the cup at Bamford on Friday, Mr. Routledge winning by the narrow margin of one point, the scores being Routledge 74, Walker 75.

The cup will be presented to the winner at the society's first dance on October 20.

Screen Golfing Dance

The Sheffield Screen Golfing Society are to open their social season with a dance, to be held at the Abbeydale Picture House Ballroom on Friday, October 20. Tickets are now on sale, and intending patrons are requested to obtain these as early as possible from Len Sullivan and H. S. Alvey, the joint hon. secretaries, or any members of the committee.

FILM BOXING

CONTESTANTS IN TRAINING

The boxing show which Fred Dyer is organising for the blinded soldiers of St. Dunstan's at the Ring, on October 13, when a team of boxers from Unilevers Club meet a team selected from the film Industry, looks like being a huge success. Last year there were 16 contests and the Tom Walls trophy, which will again be fought for, was won by Unilevers. But strenuous efforts are being made by the film side, and there is an unofficial competition as to which of the film firms will make the best show.

At the moment, M-G-M head the list and have 8 members of their staff in training at Fred Dyer's gymnasium, which has been placed free of charge at the disposal of any boxers of the film side. This competition augurs well for the success of the show.

WARNER SALES CONFERENCE

Max Milder on the Past Year's Progress

OUTLINE OF NEW PROGRAMME

AN impressive analysis by Max Milder of his company's forthcoming production schedule was the outstanding feature of Warner Brothers' Third Annual Sales Convention, held at Brighton over the week-end. The programme will consist of about 30 feature productions, and a particularly strong variety of the popular Vitaphone Shorts, including the "Broadway Brevities" and the "Looney Tunes."

During the convention, messages of congratulations were read from Harry Warner, president of the company, and from Jack Warner, production chief.

Jack Warner said he had hopes of being in England during the Convention, but owing to pressure of business here, was detained until a later period. He assured Mr. Milder that everyone at the studio was doing their utmost to give him the best product ever delivered.

Sam E. Morris, vice-president, in charge of foreign distribution, now *en route* to England, regretted inability to attend. He said he would have enjoyed meeting and shaking hands with the entire staff. "This coming year we will deliver 24-carat box-office entertainment."

The proceedings opened at 10 o'clock on Sunday morning with an address of welcome from the chief to his executives from head office and the branch managers and salesmen from the territories.

In opening the Convention, Mr. Milder extended to all a personal welcome.

"I am doubly happy at being able to welcome you here and have the pleasure of your company, because, like every other business, we have just come through a difficult year; but I am glad to say, and proud of the fact, that by your endeavours we have come through with flying colours."

Tribute to Walton Brown

Mr. Milder then introduced the various executives. He wished to pay a tribute to Walton Brown, general sales manager. Since he had been with the company he had devoted all his time, talents and energies to his work. He was, without doubt, one of the finest executives it had ever been his pleasure to be associated with.

Other Executives

After J. Walton Brown had completed his speech of welcome to his sales force, Mr. Milder introduced, in turn, and paid a tribute to the work of, R. W. McGillivray, assistant sales manager, promoted from branch manager at Glasgow; Dillon Damen, advertising and publicity manager; Fred King, shorts sales manager; Tommy Rothwell, circuit manager; W. Turner, secretary of the company; F. W. Clark, contract controller; and Jack Gilbert, purchasing controller.

New Season's Line-Up

Max Milder then spoke of the product already available and gave an outline of the pictures expected in the coming year.

He said: "I feel certain that you will appreciate the fact that you have all been getting great stuff to handle. I think you will agree with me that Jack Warner knows his job, and that he has fulfilled the promises he made to send us pictures outstanding from every angle. Pictures which are 100 per cent. in every sense, great entertainment.

"The kinema Industry is organised up to the same pitch as any big business, and as such it must be treated. We must work, every one of us, harder than we have ever worked. . . . Employ honest down-to-earth, straightforward business methods. Only in this way can any company, including your own, be sure of ultimate success. Take a pride in our work and the great stars and pictures we are privileged to handle, and bend every effort to surpass the achievements of this year.

"We shall have, in all, about 30 American features, as well as a remarkable schedule of Vitaphone Shorts product.

Five Specials

"First of all, there will be five specials. 'Footlight Parade,' the first of these, will be a sensational successor to 'Forty-Second Street.' In that film we would have thought we had achieved the pinnacle of musical picture production, but, by everything we hear, by the stills we have seen, by a glance at the long cast of popular favourites, by the fact that Lloyd Bacon is the director, it certainly looks as though 'Footlight Parade' is to be the new high-level mark in musical screen entertainment.

"James Cagney, Joan Blondell, Ruby Keeler, and Dick Powell are the top-liners, but take a look at the rest of the cast: Guy Kibbee, Ruth Donnelly, Claire Dodd, Frank McHugh, Hugh Herbert, Arthur Hohl, Gordon Westcott, Philip Faversham, Juliet Ware, Herman Bing, Barbara Rogers, Paul Porcasi, to name a few of them.'

"The same brilliant type of song and dance number, packed with happy notes and joyous words, will be one of the highlights of 'Footlight Parade,' and there is no doubt whatever that they will repeat the popularity of the hits from 'Forty-Second Street.'

Leslie Howard Trio

"There is no doubt whatever that Leslie Howard is the most popular male star in the business to-day, and that beyond question, he is the modern ideal romantic lead.

"'Captured,' which we presented to the Trade only a week or two ago, proved conclusively that Warner Brothers are determined to give this great British actor the type of rôle that will afford him every opportunity to make the fullest use of his wonderful ability and box-office personality.

"Leslie Howard, when he returns to Hollywood with a long-term contract under the Warner banner, it is tentatively planned, will be the star of 'British Agent,' based upon the sensational story of the adventures of that great British journalist, Bruce Lockhart, who put down in black and white his thrilling experiences as a member of the British Secret Service in Moscow.

"Leslie Howard is scheduled, after the completion of 'British Agent,' to star in two more pictures during the 1934 season for Warner Brothers.

Muni's Next Epic

"The resounding success of 'I am a Fugitive from a Chain Gang' up and down the country is now history, and it is with pride therefore that we announce the immediate successor to this picture with the same great star, Paul Muni, who is, of course, under long-term contract to Warner Brothers.

"'The World Changes' is the picture, an epic saga of American life through the pioneer days to modern times, packed with dramatic incident, comedy highlights, and romance.

"Mary Astor heads the very strong supporting cast, which includes Aline MacMahon, Guy Kibbee, Margaret Lindsay, Donald Cook and Anna Q. Nilsson."

Barbara Stanwyck—Three

"One of the strongest box-office names of to-day is undoubtedly that of Barbara Stanwyck, and, therefore, it is with pleasure that I announce a 'special' production with her as the star—'Ever in My Heart.' She will have unprecedented opportunity to make the fullest use of her talent and personal charm, supported by Ralph Bellamy, Otto Kruger, Ruth Donnelly, Frank McHugh, Wallis Clark, Frank Albertson, and hundreds of extras. This most popular and versatile star will appear during the new season in two other pictures.

New Romantic Team

"When it was announced that Ruby Keeler (Mrs. Al Jolson) was going to appear as a stellar personality in 'Forty-Second Street,' without any previous screen experience, it was doubted if she could carry the honour. Her triumph is an old story.

"She is not only on a long-term contract to Warner Bros. Dick Powell, who also leapt to fame with her in 'Forty-Second Street,' will be starred as the latest romantic team, 'Sweethearts For Ever' will be the first vehicle.

"These five 'special' productions have been conceived and will be produced by Jack Warner on an unprecedented scale, against a vast canvas, each being in its own way, an outstanding example of the kinema-art of to-day.

Sixteen Box-office Stars

"Leslie Howard, Paul Muni, Adolph Menjou, William Powell, Pat O'Brien, James Cagney, and Dick Powell are some of the male stars who will shine, and amongst the feminine stellar personalities we have such names as Kay Francis, Ruth Chatterton, Barbara Stanwyck, Bette Davis, and Ruby Keeler.

Brilliant Feature Players

"Warner Bros., in addition, can point with pride to a list of feature players of incomparable box-office strength, including Aline MacMahon, Margaret Lindsay, Patricia Ellis, Glenda Farrell, Lyle Talbot, Allen Jenkins, Guy Kibbee, Claire Dodd, Ruth Donnelly, George Brent, Phillip Faversham, Frank McHugh, Helen Vinson, Eleanor Holm, Sheila Terry, Jean Muir, Theodore Newton, George Blackwood, Gordon Westcott, Arthur Hohl, Robert Barratt, Marjorie Lytell, Juliette Ware, Lorena Layson, Barbara Rogers, Renee Whitney, Helen Mann, Loretta Andrews, Pat Wing, Alice Jans, Lynn Browning, Ann Hovey, Maxine Cantway, Jayne Shadduck, and Geraine Grear.

J. Walton Brown presenting Max Milder with a smoker's cabinet on behalf of the Warner Sales force

Twenty-Five Films of Feature Calibre

No Programme Pictures

"OF the remaining pictures to be made, Mr. Milder said, during the coming year, a glance at the stars and titles prove to you conclusively that our new season's product is going to be greater than ever.

"The list of feature productions, not one of which will be a 'programme' picture, because Warner Bros. do not produce this type of product, will be made up as follows:—

"James Cagney in two, in addition to 'Footlight Parade'—one with Joan Blondell, and the other, Bette Davis and Ann Dvorak.

"Barbara Stanwyck in two others, in addition to 'Ever in My Heart.'

"William Powell will star in three, including 'Gentleman from San Francisco' and 'The Kennel Murder Case,' in which he will play his famous rôle of Philo Vance, the detective.

"Kay Francis in 'House on 56th Street,' and then with Warren William in 'Registered Nurse,' and with Adolph Menjou in 'Seven Wives.'

"William Powell-Kay Francis in a co-starring production.

Chatterton-Menjou Teamed

"Jack Warner will again create a precedent by teaming two such brilliant stellar personalities as Ruth Chatterton and Adolph Menjou.

"Then we shall make up the remainder of our programme for the new season as and when necessary by the inclusion of absolutely up-to-the-minute 'front-page' stories.

"You can rest assured that even as the box-office quality of the past season's product has proved to be the predominant factor in placing Warner Bros. pictures at the pinnacle of patron popularity, so will the new season not only maintain, but enhance, the prestige and profits of every exhibitor who books this product.

NEW SERIES OF VITAPHONE SHORT FEATURES

ENTERTAINMENT VALUE

"DURING the past year," continued Mr. Milder," we have delivered some of the best shorts ever made. Now, it will be your privilege to offer the exhibitors of this country a programme of new season's Vitaphone shorts product, surpassing in entertainment value, anything of its type.

"Warner Brothers' new series of Vitaphone shorts product embraces one, two and three reel programme numbers, which consist of 16 two- and three-reel 'Broadway Brevities,' 10 two-reel 'Big V Comedies,' 7 'Melody Masters,' 7 'Musical World Journeys,' 13 'Looney Tunes,' and 13 'Pepper Pot Novelties.'

"One of the most important series of short features is undoubtedly 'How to Break 90,' which, of course, we shall be marketing right through the new season.

British Pictures

"You will have seen by the Trade and lay papers that Irving Asher is doing everything in his power to find good British actors and actresses . . . new faces . . . new talent . . . and new personalities.

"During the coming year we shall be handling about ten pictures from Teddington, all of which will have well-known British players featured and good British supporting casts."

"We have recently completed at our British studios at Teddington a musical production, 'I Adore You.' It is the first original British musical production, because, in the first place, the story was written by British authors around a theme that has never yet been attempted in either an American or British production—that of the making of a musical picture.

Trailer Development

"I would like to emphasise the fact to exhibitors that the trailers we issue on our pictures are among the best ways of getting audiences interested in advance in forthcoming pictures. These trailers are made in our own studios in Hollywood and therefore, must obviously contain the best sequences from the film taken on the spot, and therefore, must be of greatest interest.'

Duty to Exhibitors

Making the closing speech, Max Milder said: "We have a responsibility and a trust which we have to fulfil, not only to gain, but also to maintain, faith with the exhibitors of this country.

"I think that every exhibitor who reads the report of this Convention will agree that what we have said of the past season is true and that he will be convinced that in the season that is to come he can be sure of the most consistent supply of box-office pictures it is humanly possible to produce.

"It will be noted that in the outline for the following year, I have given above, in many instances, no titles of stories have been given. This is further proof of the fact that we will not attempt to promise anything which time and events might stop us from fulfilling. We ask them to buy on facts and not fancy."

A Paramount Author

SAYS SEX APPEAL NOT ENOUGH

STORIES with nothing more than sex interest to offer have lost their hold on the average audiences, is the belief of James Hagan, the New York playwright and author of the whimsical romantic play "One Sunday Afternoon," which has just been Trade shown by Paramount.

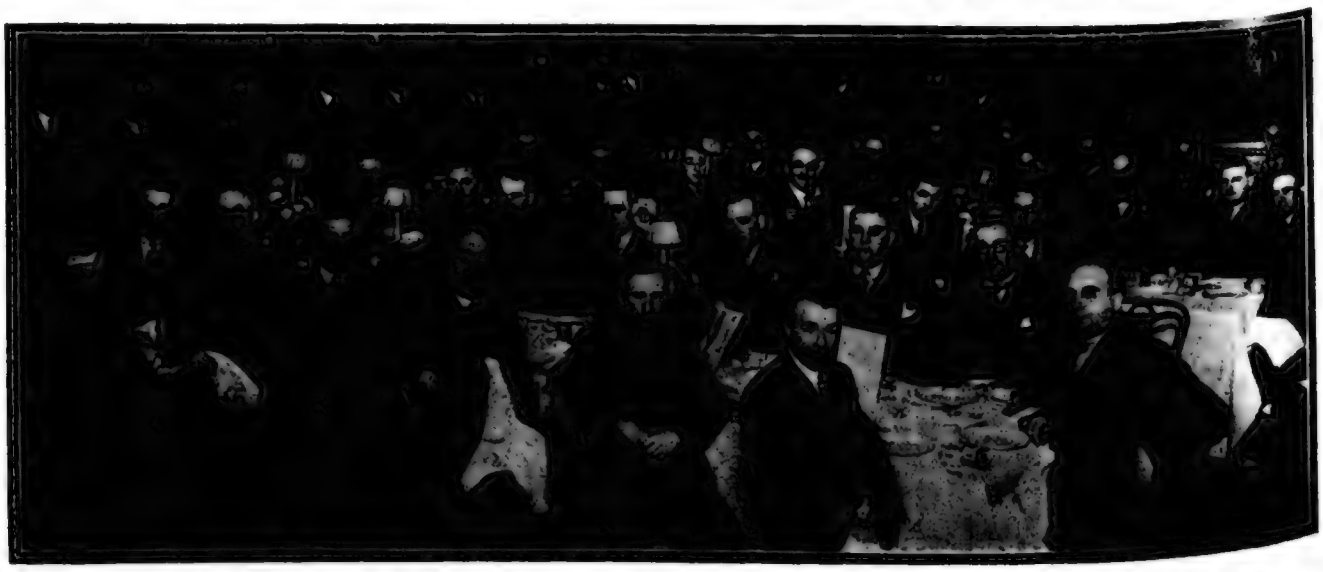
Hagan, who is the author of seventeen produced plays, says: "The sultrier aspects of human behaviour have overstayed their welcome on stage and screen. Sex has been hurled at us and wrapped round our necks until the public has begun to find out that sex is not all—whatever Dr. Freud may say.

"New York audiences will always be sophisticated," Hagan admits, "but to-day's big city audiences are less representative of the whole country than ever before.

"The time is ripe for simple themes about the 'forgotten' men and women. The real human being has been buried under an avalanche of hectic emotion. The day has at last dawned for plain theatrical fare about John and Jane Doe.

"We can even have pictures without love interest. In real life we aren't electrified by heart palpitations for twenty-four hours a day. Why should we be on the screen?"

For five years Hagan tried to sell "One Sunday Afternoon" to New York producers. Finally a Russian producer saw the possibilities of the plain story about unimportant folk, and purchased it for a nominal sum. The play became the hit of the season.



Executives and Sales force of the Warner organisation at the Convention banquet, which took place last week end at Brighton

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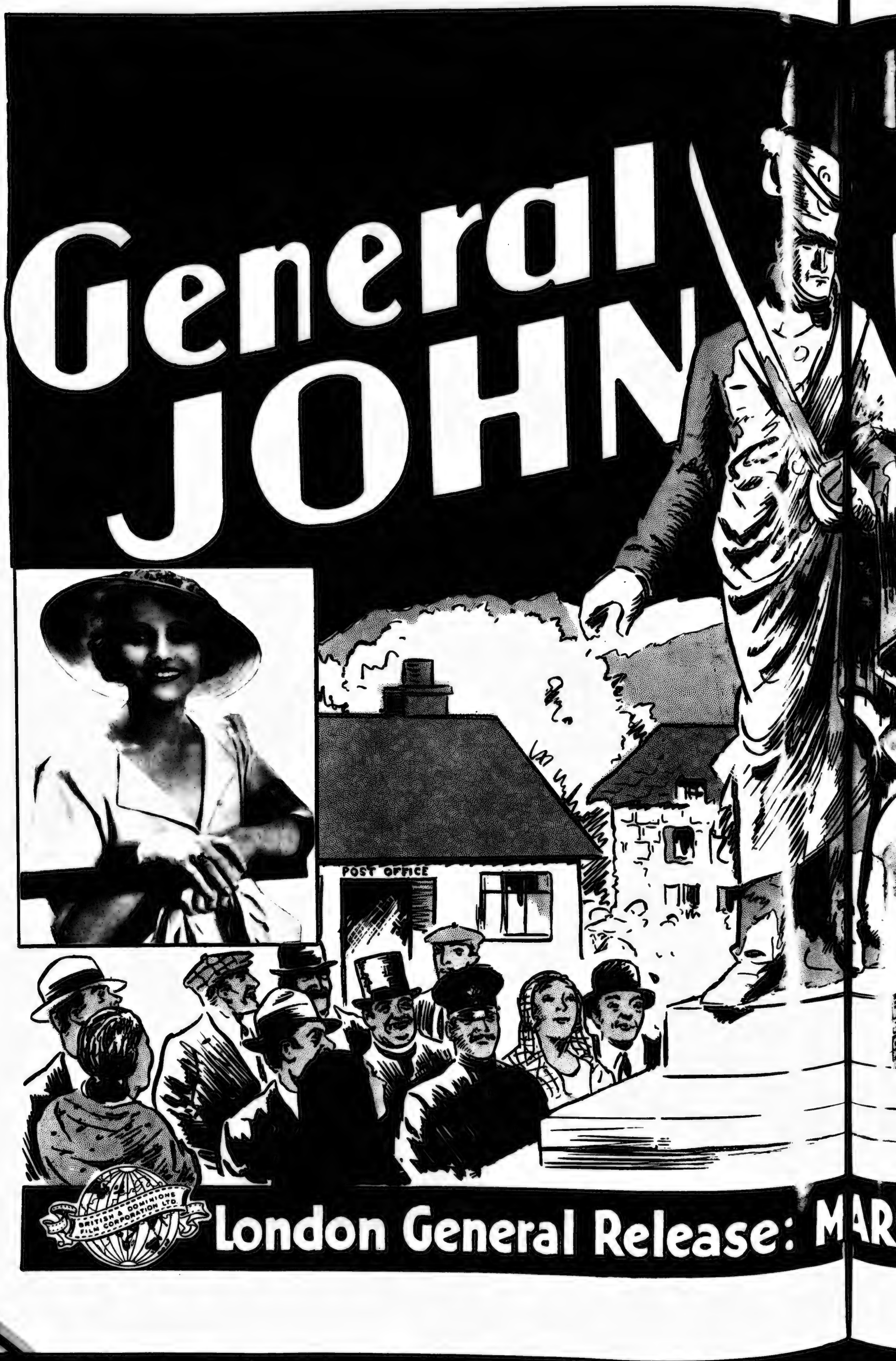
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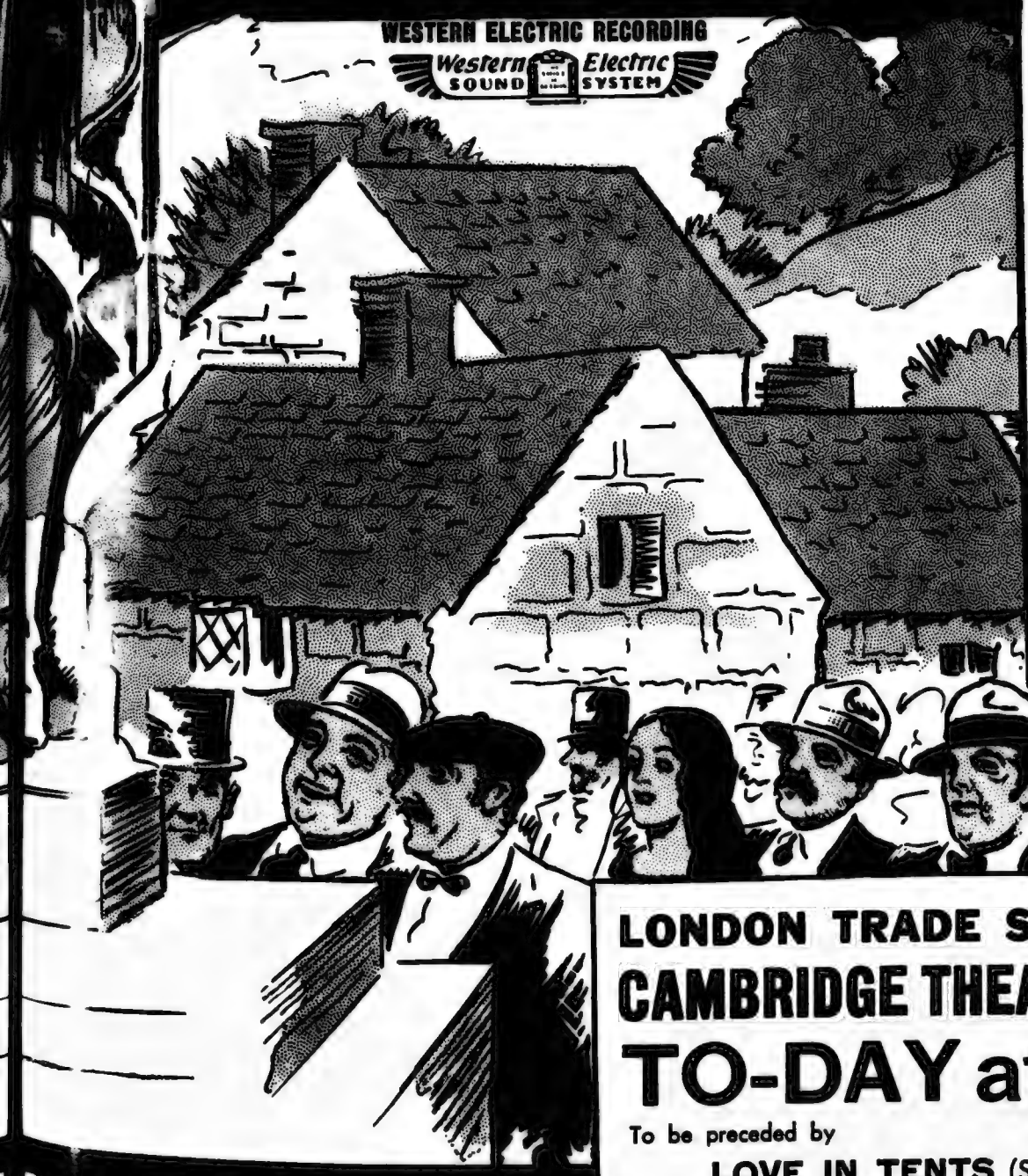

Distributed by UNITED ARTISTS

LONDON TRADE SHOW
CAMBRIDGE THEATRE
TO-DAY at 8.45 p.m.

To be preceded by
LOVE IN TENTS (Sunrise Comedy)
THROWING THE BULL (World Sport Thrills)

ARCH 19TH 1934.

MANY ORIGINAL PARAMOUNT SUBJECTS

STORIES WRITTEN DIRECTLY FOR PICTURE PURPOSES

THE screen writer, trained by many years of specialisation in his profession, is now rapidly coming back into his own as a creator of stories expressly for screen purposes.

A survey of the 1933-34 picture programme just launched by Paramount shows a total of 21 original stories written directly for picture purposes. This shows a reduction in the number of subjects drawn from literature and the stage; the schedule including seven stage plays and fourteen novels.

Although some of the stories are, of course, written to a pattern to suit certain players, a number are not of this type. Mae West, of course, produces her own screen material, because she knows what Mae West needs better than anyone else. She therefore starts the new film season with "I'm No Angel" and "It Ain't No Sin" on her programme.

"Duck Soup" has been written wholly and solely for the Marx Brothers. "Tillie and Gus" was expressly designed for W. C. Fields and Alison Skipworth, and "Good Time Charlie" for Charlie Ruggles and Mary Boland. "The Way to Live" was made with Maurice Chevalier's talents directly in view.

Other original subjects on Paramount's programme are "Search for Beauty," "Funny Page," "This Day and Age," "Fifty Years From Now," "The Trumpet Blows," "Too Much Harmony," "There Were Four Women" (by Ernst Lubitsch), "Honour Bright," "Cleopatra," "Captain Jericho," "All of Me," "Here is My Heart," "You Need Me," and "Sitting Pretty."

The novels include: "The Song of Songs," "Alice In Wonderland," both of which have been dramatised; "The End of the World," "Four Frightened People," "Shoe the Wild Mare," "Torch Song," "Lives of a Bengal Lancer," "Big Executive," "Lone Cowboy," "The Great I Am," "Republicans and Sinners," and Zane Grey's "To the Last Man," "The Thundering Herd," and "Code of the West."

Famous Plays

The list of plays is the shortest, including only a few of the most outstanding stage successes, among them being "Design for Living," "Death Takes a Holiday," "White Woman" from "Hangman's Whip," "Cloudy with Showers," "Chrysalis," "One Sunday Afternoon," and "Three Cornered Moon."

NO COPPERS HERE

Bristol Manager's Note to Burglars

Burglars who broke into the Olympia, Bristol, the other evening received a surprise when they opened the cash-box, where, instead of money, they found a note informing them that "There are no coppers here, but they may be waiting outside for you now."

The house has been broken into twice before, and F. Justin, the manager, has adopted this idea as a joke upon intruders whose expectations rise as they find an unlocked cash-box. Needless to say, no money is ever left on the premises overnight.

LANCASHIRE FILM COMPETITION

Twelve girls appeared at the King's Theatre, Longsight, Manchester, on Monday evening for final choice of one to appear in a film with George Formby, the Lancashire comedian, which goes into production at the Albany studios, London, next Monday.

The film is being produced by J. E. Blakeley. The search for the girl to take the part of an hotel receptionist was run in conjunction with a Manchester evening paper.

PIPE BURSTS IN KINEMA

The bursting of one of the hot water pipes underneath the stage created a little alarm at the Rotherham Hippodrome. This was quickly dispelled by Charles Danton, who, after having house lights put on, explained what had occurred. The force of the explosion tore up some concrete flooring.

Joan Wyndham, Hugh Wakefield and Arthur Chesney in a scene from THE FORTUNATE FOOL now in production at the A.T.P., Ealing, Studios for A. B. F. D. release

SHOWING NEXT WEEK

A GUIDE to Exhibitors throughout the country is afforded by the following list of features being run at the key theatres during the week commencing October 9

London

Astoria.—"Britannia of Billingsgate" (Gaumont-Ideal) and "The Girl in 419" (Paramount).
Capitol.—"Moonlight and Melody" (Universal).
Carlton.—"Song of Songs" (Paramount).
Coliseum.—"Damaged Lives" (D. Diamond).
Davis, Croydon.—"The Kid from Spain" (U.A.) and "The Great Jasper" (Radio).
Dominion.—"Rasputin, the Mad Monk" (M-G-M).
Empire.—"Ring Up the Curtain" (M-G-M).
Marble Arch Pavilion.—"My Lips Betray" (W. and F.).
New Gallery.—"The Masquerader" (U.A.).
New Victoria.—"Britannia of Billingsgate" (Gaumont-Ideal) and "The Girl in 419" (Paramount).
Plaza.—"This Day and Age" (Paramount).
Regal.—"Double Harness" and "Emergency Call" (Radio).
Stoll.—"The Kid from Spain" (U.A.) and "Loyalties" (A.B.F.D.).
Tivoli.—"I Was a Spy" (W. and F.).

Birmingham

Forum.—"The Keyhole" (Warner) and "90 deg. South" (New Era).
Futurist.—"Farewell to Arms" and "Under the Tonto Rim" (Paramount).
Gaumont Palace.—"The Ghoul" (W. and F.) and "Constant Woman" (Gaumont-Ideal).
Scala.—"Loyalties" (A.B.F.D.) and "Cleaning Up" (British Lion).
West End.—"The Kiss Before the Mirror" (Universal) and "Phantom Broadcast" (Pathé).

Bradford

The Empire.—"F.P.1" (Gaumont-Ideal).
Theatre Royal.—"The Perfect Understanding" (U.A.).

Bristol

Empire.—"The Warrior's Husband" and "Great Stuff" (Fox).
Hippodrome.—"King Kong" (Radio).
King's.—"I Loved That Man" (Paramount) and "Hearts of Oak" (Int. Prod.).
New Palace.—"Possessed" (M-G-M) and "The Big Thrill" (British Lion).
Regent.—"Fra Diavolo" (M-G-M) and "The Constant Woman" (Gaumont-Ideal).
Stoll.—"Counsel's Opinion" and "From Hell to Heaven" (Paramount).
Triangle.—"The Good Companions" (Ideal).
Whiteladies.—"I Loved That Man" (Paramount) and "Hearts of Oak" (Int. Prod.).

Cardiff

Capitol.—"Pick Up" (Paramount) and "Silver Cord" (Radio).
Empire.—"Constant Woman" and "Sleeping Car" (Gaumont-Ideal).
Park Hall.—"Central Airport" (First National).
Queen's.—"The Kid's Last Fight" and "The Sphinx" (Warner).
Pavilion.—"The Woman I Stole" and "Cocktail Hour" (Universal).

Edinburgh

Caley.—"Picture Snatcher" (Warner).
New Picture House.—"From Hell to Heaven" (Paramount) and "The Sphinx" (Pathé).
New Victoria.—"From Hell to Heaven" (Paramount) and "The Sphinx" (Pathé).
Palace.—"The Kid From Spain" (U.A.).
Playhouse.—"Gabriel Over the White House" (M-G-M).
Rutland.—"Fra Diavolo" (Butcher) and "Behind the Counter" (P.D.C.).
St. Andrew Square.—"Fra Diavolo" (Butcher) and "Behind the Counter" (P.D.C.).
Synod Hall.—"Secrets" and "Silent Men" (U.A.).

Glasgow

Coliseum.—"The Picture Snatcher" (Warner) and "The Woman I Stole" (U.A.).
Cranston's.—"Leave It to Me" (Wardour).
Green's Playhouse.—"The Mind Reader" (First National) and "Lucky Dog" (Universal).
La Scala.—"To-day We Live" (M-G-M).
New Savoy.—"Pick Up" (Paramount) and "Gallant Fool" (Pathé).
Regal.—"The Picture Snatcher" (Warner) and "The Woman I Stole" (U.A.).
Regent.—"King Kong" (Radio).
The Picture House.—"Adorable" (Fox).

Leeds

Assembly Rooms.—"Fra Diavolo" (M-G-M) and "The Vampire Bat" (P.D.C.).
Coliseum.—"Central Airport" (First National) and "The Big Thrill" (British Lion).
Majestic.—"Fra Diavolo" (M-G-M) and "The Vampire Bat" (P.D.C.).
Paramount.—"Pick Up" and "The Eagle and the Hawk" (Paramount).
Rialto.—"Cynara" (U.A.) and "The Shadow Laughs" (Universal).
Scala.—"Central Airport" (First National) and "The Big Thrill" (British Lion).
Tower.—"So This is Africa" (Radio) and "The Shadow" (U.A.).

Liverpool

Forum.—"Pick Up" and "I Love That Man" (Paramount).
Futurist.—"Man Before the Mirror" and "Lucky Dog" (Universal).
Palais de Luxe.—"Falling For You" (W. and F.).
Prince of Wales.—"Ninety Degrees South" (New Era).
Rialto.—"Adorable" (Fox).
Royal Hippodrome.—"Adorable" (Fox) and "The Big Thrill" (Brit. Lion).
Scala.—"Loyalties" (Brit. Lion).
Trocadero.—"The Ghoul" (W. and F.) and "Oliver Twist" (Pathé).

Manchester

Deansgate.—"Central Airport" (First National)
Gaiety.—"Oliver Twist" (Pathé).
Market Street.—"Hell Below" (M-G-M).
New Oxford.—"Hell Below" (M-G-M).
Paramount.—"Christopher Strong" (Radio).
Piccadilly.—"The Good Companions" (Gaumont-Ideal).
Regal.—"Falling for You" (W. and F.).
Theatre Royal.—"The Mystery of the Wax Museum" (Warner).

Newcastle

New Westgate.—"Falling For You" (W. and F.) and "Vampire Bat" (P.D.C.).
Paramount.—M-G-M Repertory Week.
Pavilion.—"Gabriel Over the White House" (M-G-M).
Queen's Hall.—"The Ghoul" (W. and F.).
Stoll.—"This Week of Grace" (Radio).

Sheffield

Albert Hall.—"Lucky Number" (Gaumont-Ideal) and "The Stick Pin" (Fox).
Central.—"King Kong" (Radio).
Cinema House.—"King of Jazz" (Universal).
Electra Palace.—"Radio Parade" (Wardour).
Hippodrome.—"Kid's Last Fight" (Warner) and "King Murder" (Universal).
Regent.—"Song of Evil" (Paramount) and "Constant Woman" (Gaumont-Ideal).
Union Street.—"No More Orchids" and "Treason" (U.A.).

MAIDSTONE'S MOVE TO FORM A NEW FILM SOCIETY

THE Film Society habit is spreading. Last week we made reference to the annual meeting of the original body which has for several years, first at the New Gallery and latterly at the Tivoli, given its members the opportunity of seeing pictures which were unlikely, for various reasons, to come into the ordinary kinema's programme.

The latest provincial society to be formed—at Maidstone—has aroused considerable interest, and promises to grow into a strong body. A meeting was held on Sunday evening at the Central Cinema, and, by a show of hands, Dan Benjamin, who is on the Organising Committee, was satisfied that they would obtain the necessary 300 members to ensure the financial success of the society.

During the evening "The Blue Light" and a short film of the coal industry were shown.

R. S. Lambert, the editor of *The Listener*, and a member of the Committee of the Film Institute, explained the purposes of the society.

The Mayor of Maidstone, who introduced Mr. Lambert, thought there could be no better method of concluding the Sabbath than by seeing a really good educational, enlightening and helpful film.

The purposes of the Society were explained by Mr. Lambert. They thought there should be in every big town, and a great many of the smaller towns, and even in the villages, groups of persons interested in the film in all its manifestations, who would be interested in the film as a work of art and as an educational medium.

No one in this country was in charge of films that had ceased to circulate, and many of them vanished. It was their desire, Mr. Lambert said, to have a sort of national repository where films of important historical events of our time could be stored for the benefit of future generations.

It is proposed to give seven performances during each season from October to April. Next month's performance will be at the Palace, thanks to the generosity of Mr. Benjamin, who is a keen supporter of the Society. The film to be shown on that occasion will be "Children in Uniform."

RADIO'S FOREIGN MANAGER ON TOUR

"BO" DOWLING'S VISIT TO S. AMERICAN BRANCHES

AMBROSE ("BO") DOWLING, Radio's unique general foreign manager, is now carrying the news of the 1933-34 product through Spanish-America.

Though he has crossed the Atlantic 46 times and knows all European countries, where his friends amount to legion, he has never previously visited any of the Latin-American countries.

He sailed on the s.s. *Oriente* for Havana on her way to Vera Cruz and stated in an interview just before his departure that this was his first trip of inspection to the Latin-American countries and that he expected to return in about three months.

"But how," he was asked, "are you going to cover the entire continent in three months?"

"Travelling by aeroplane, a medium of transportation which I used very often in Europe. From the City of Mexico I shall fly to Guatemala, and then, accompanied by Mr. Roberto Trillo, manager of the Radio branch in Panama, I shall cover all the Central American countries. From Panama I shall leave for Venezuela, Columbia, Ecuador, Peru and Chile, returning to the United States *via* Argentine, Uruguay and Brazil. Travelling by air, I expect to make

"BO" DOWLING

the trip in three months, barring accidents or unforeseen circumstances.

"One of the things I am going to tell them is how much 'Morning Glory' grossed at the Radio City Music Hall during its first week—no less than $101,249—and that 149,854 people passed through the box-offices of the Music Hall at the time when a terrific storm had devastated New York, seriously interfering with the box-office receipts of the other new York theatres."

OLYMPIA, GORTON

Extensive Reconstruction Scheme

An extensive improvement scheme is being carried out at the Olympia Kinema, Gorton, Manchester, which is owned by the Gorton District Cinemas, Ltd.

The roof of the building has been renewed and a new plaster ceiling fitted; in fact, all the fibrous plaster work in the theatre is being touched up. A stage and dressing-rooms are being built so that the theatre will be well equipped for the presentation of variety acts.

The hall will be redecorated throughout and new lighting fittings installed. The re-opening date is October 16.

Drury and Gomersall, Oxford Road, Manchester, are the architects; the contractors being:—Building, David Walton and Co., Pendleton, Manchester; steelwork, Edward Wood and Co., Ltd., Trafford Park, Manchester; fibrous plaster, Art Plaster Co., Salford; roofing, Turner Bros. Asbestos Co., Spotland, Rochdale; decorations, G. F. Holding, Ltd., Manchester; electrical, W. H. Smith and Co., Manchester.

BIRMINGHAM'S SPECIAL FILMS

With the opening of the new season on October 22, it is interesting to learn that since the inauguration of the Birmingham Film Society over 80 pictures have been screened, including some of the best work of directors and actors of international repute.

Many of these films have thus had their only exhibition in the Midlands, besides catering for a discriminating public and making the kinema a subject of serious discussion a varied literature has grown up round the movement.

Included in the present season's programme are "Tour de Chant" (the opening film), "The Captain of Koepenick," "The Closing of the Zuyder Zee Dyke," and "The Virtuous Isidore."

"Cavalcade" was shown four times a day during its run at the Haymarket Picture House, Norwich. A special children's show was given on the Saturday morning by Manager E. Finleson.

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The Observation Window

Permissible Distortion

Pictures in Holiday Camps

More Television Experiments

A PAPER which should be read by every architect undertaking kinema design is included in the current issue of the *S.M.P.E. Journal*. It deals with the permissible distortion in projection and the effect of various viewing angles due to seating arrangements. The visible faults are divided into three classes—the difference between the focal length of the camera lens and the viewing position, resulting in incorrect perspective; the vertical elongation of figures and keystone effect resulting from projection rake; and errors in perspective caused by off-centre viewing positions.

A FORMULA covering the first point is given, in which, however, it is impossible to allow of varying foci of camera lenses. For the second point, it is stated that an elongation of figures by 5 per cent. should be the maximum, giving a maximum projection rake of 17 degrees.

THOROUGH tests were also made on side-angle viewing distortion, which showed that at angles up to 30 degrees off centre distortion is not objectionable, but that 40 degrees should be the maximum viewing angle. If the distance of the front row of seats from the screen is 1.5 times the screen width, the first row of seats should not be longer than 1.5 times the screen width.

AN obvious field of application for the 16mm. projector (particularly with sound) is in the large holiday camps, of which an increasing number have been in operation during the past summer. A colleague who has visited one points out that in a large pavilion there is quite a long throw; current at 100 v. D.C. is generated on the premises, while the electrician would no doubt soon learn to handle the equipment.

THESE camps are quite large business undertakings, and it would seem good business on the part of the promoters to provide some amusement for the wet weather. From the point of view of the Trade, such installations would no doubt make many converts to home kinematography, and would serve to popularise the sub-standard camera as a substitute to the ordinary snapshot camera. Since the camps are often situated at a considerable distance from the nearest town, the neighbouring exhibitors could not feel sore on the grounds of unfair competition.

FOLLOWING the news of the Baird television developments in last week's *Kine* comes news that two new television transmitters are being erected at Broadcasting House for short-wave transmissions. One of these is the Baird, the other by H.M.V.

NO details are available of these installations, which are largely experimental, but it is hoped to televise films at first, as these can be handled more easily and at less expense than stage productions.

I CAUGHT sight in Wardour Street the other day of one of Morrison's electric vehicles—a very smart little bus. No, it was not carrying films, but I wondered if it realised its affinity with the film world. There is, I understand, a large number of these little vehicles in use, and the necessity of providing an inexpensive charging system was the *raison d'être* of the new Morrison mercury rectifier, which is now being installed with such success in kinemas.

"STILLS" have always been a strong card at Hollywood, and "still" cameras have seen a degree of improvement comparable with, if not equal to the movie-camera. The illustration herewith

shows one of which Paramount studios are very proud. It is called the Motorflex, is electrically driven, allowing the operator to give more attention to his subject. Here George Walters, the inventor, is explaining its marvels to Toby Wing, a Paramount actress.

J. BENSON.

GUILD VISIT TO STUDIO

LONDON MEMBERS LEARN FILM SECRETS

B. & D. Holds Open House

NEARLY 100 projectionists spent a very instructive and enjoyable time on Sunday last, when the London Court of the Projectionists' Guild were the guests of the British and Dominions Film Corporation, Ltd., at their Elstree studios. Leaving Soho Square in three coaches, they arrived at Elstree shortly after noon, and were shown every phase of film production under the guidance of W. R. Dolbear, chief projectionist at the studios, and a Guild member, and other members of the studio staff.

A number of sets were inspected, although, unfortunately, no production work was actually in progress, some takes called for Sunday having been unexpectedly cancelled. All were very struck by the detailed realism shown—until one ventured too far from the camera angle.

A Familiar Set

The most striking set was a large exterior representing a Russian scene, and used for the film, "Katharine the Great" (this set was subsequently selected as a background for the photograph of the party). In incongruous proximity with several snow-covered sets used for the same film was an Irish street scene for "General John Regan," so realistic in its detail that one visitor claimed actually to recognise it. Unfortunately, the licensed premises in the set were not then functioning!

Recording and Mixing

Naturally, the technical aspects of sound recording attracted most attention. Mr. Dolbear, in the monitoring rooms overlooking the floors, explained the methods by which the cameras and sound recorders were interlocked, and started in synchronism, the various sound channels being controlled and mixed by the faders on the mixing panel.

The interlocking and control arrangements are so flexible that any stage can be interlocked with any of a number of film and wax recorders, dubbing heads, projectors, etc.

In the sound recording rooms, the Western Electric film and disc recorders were demonstrated. Wax recording is, practically speaking, only used for play-backs and very occasionally for the issue of a film to a kinema not equipped with sound-film reproduction.

Film and Disc

In the film recorder, the functioning of the light valve was explained—two strips of fine duralumin ribbon, measuring .005 in. by .0005 in., have their separation varied by the speech current and allow more or less light to reach the film. The sound is actually monitored by the recordist by means of a photo-cell placed inside the recording drum, and receiving the modulations through the film.

The disc recorder was immediately likened to a screw-cutting lathe, since it had change-wheels, enabling the pitch of the grooves to be set to 86, 92 or 98 threads per inch. The actual cutting is effected on large wax discs 1 in. thick, looking like huge cakes of soap, by a ruby carried in a duplicate of an ordinary pick-up; for the play-back a sapphire being used; the track is followed by a microscope, and the wax shavings are removed by a suction pipe.

In other parts of the studio buildings were seen editing machines, Moviolas, numbering machines, and automatic film splicers. In a neighbouring viewing theatre, a duplicate fader is placed by one of the comfortable tip-ups, and the projectors can be interlocked with the cameras and recorders.

Projection Points

The visitors' interest was aroused by the rear-projection equipment, in which a standard Simplex projector, with H. and C. arc, running at 125 a., projects the fake background upon a large ground-glass screen; it is proposed to replace the existing Maltese cross movement by a locking-pin motion, to ensure absolute steadiness of the background.

A small projection theatre proved to be of special interest to E. G. Purdie, since the projection-room contained the identical projectors which he ran at the London Pavilion for "Hell's Angels," where they were adapted to run the sound-track only. A tour round the carpenters' and plasterers' shops showed where the realistic sets were faked, some beautiful examples of the plasterers' art being on view.

Thanks to B. and D.

After the photograph had been taken, Stanley T. Perry, the president, expressed the very hearty thanks of the Guild to the directors of B. and D. for the invitation, and to Mr. Dolbear, first, for having secured the invitation from his directors, and also for having so efficiently acted as guide and demonstrator.

The next meeting of the London Court, on the first Sunday in November, will comprise a visit to the Clapham Common works of Ross, Ltd., by kind invitation of the directors.

Illustration from photograph on page 40.

THE BLUNDERER

We sent one of our bright young men to interview a certain West End manager; whilst waiting he essayed conversation with one of the female staff.

"Do you see the 'Kinematograph Weekly'?" he said.

"Every blessed minute of the day!" A bad start.

"You should see our 'Usherette strip," he continued, undeterred.

"I'm afraid that sort of thing wouldn't amuse me," said she, tartly, turning on her heel.

Maybe she was right.

THIS WEEK'S PROJECTION ROOM

The Odeon, South Harrow, has a battery of Kalee eleven super sound projectors installed, similar to those with which other Oscar Deutsch kinemas are equipped

Consistent high quality made
SIEMENS-PLANIA CARBONS
famous—and keeps them famous

A Showman's Kaleidoscope

Displays for Pictures I Would Exploit

By F. J. Smidmore,
Manager of the Trocadero, Liverpool, in an interview

EVERY film title you read and every picture you see should inspire an advertising story, a display, or a stunt you can put over to the public. Such is the frame of mind the showmen should develop that given any subject or any theme he can draw the crowds.

To make people talk is his first great ambition, to get them into his theatre is the second, and to secure for his theatre the reputation that it always has something fresh and is therefore a recognised home of up-to-date pictures, commanding a steady and regular patronage, is the third.

When one is manager of a theatre, one simply must advertise in all the usual and in many of the unusual ways, and here, I may say, the more unusual the better. Nothing is liked better by the public than the novel spectacle, the unexpected trailer, the stirring of the emotions by the manipulation of incident with music, colour, light and shade. I mention these generalities to form a background, or backcloth, to a series of lightning sketches of publicity schemes I would adopt for films now being released. Some of them might be coming to my theatre, in which case, I shall work out schemes on the lines indicated below.

"Britannia of Billingsgate"

A film with such a title should give evefy London showman a thrill. Everybody knows Billingsgate, and every man the etymological significance of the word. My idea for a vestibule display is to have a backcloth of three fish shops, the central one representing a market stall and the others fish shops with the ordinary slab counters, etc. The two end shops should represent those that are to be seen at Billingsgate.

In relief, I would have a cut-out of the Monument, with a directional sign pointing the way to (*a*) Tower of London; (*b*) London Bridge; (*c*) Bank. Over one of the fishmonger's shops would be the title: "Gordon Harker, Ltd., fishmongers," and Gordon Harker would be seen loading a horse-drawn cart with boxes of fish. On the side of the cart would be painted: "Gordon Harker, Ltd., Billingsgate." I am convinced this could be made into a highly colourful and attractive setting.

Employ a man dressed as a fish porter to walk the streets in suitable regalia, but he must be carrying a box of dummy fish. On the rear end of the box have printed the name of the theatre, the play-date, etc. From the fish porter's pocket there should project a dummy fish, but make it as real as possible.

"The White Sister"

Build a monastery scene on the stage, and, if you have an organ, feature the music of "In a Monastery Garden." Alternatively, play a gramophone record. Arrange a prologue, and during the organist's performance, have the usherettes in white walking in the cloisters. It might be appropriate if the last verse of the song, "In a Monastery Garden," were sung by a nun and the chorus by all other artistes taking part in the prologue.

Probably, I would be tempted to get in touch with the Catholic clergy, by writing a special letter drawing attention to the exceptional attractiveness of this story, which is of strong Catholic interest, and suggest it is a film they should not miss seeing.

"State Fair"

There are several angles of approach to this film. The one that appeals to me most is to have a front-of-the-house display or vestibule show, with cut-outs of roundabouts, swingboats, helter-skelters, aunt sallies, and the usual appurtenances of the fairground.

Showgrounds have a fascination for the public, young and old, and I consider a miniature fair in the vestibule or waiting-room would stimulate immediate interest. Although I do not believe in the indiscriminate distribution of handbills, I would arrange on this occasion for big quantities, printed after the style of an old-fashioned poster, to be handed out at any local fairgrounds.

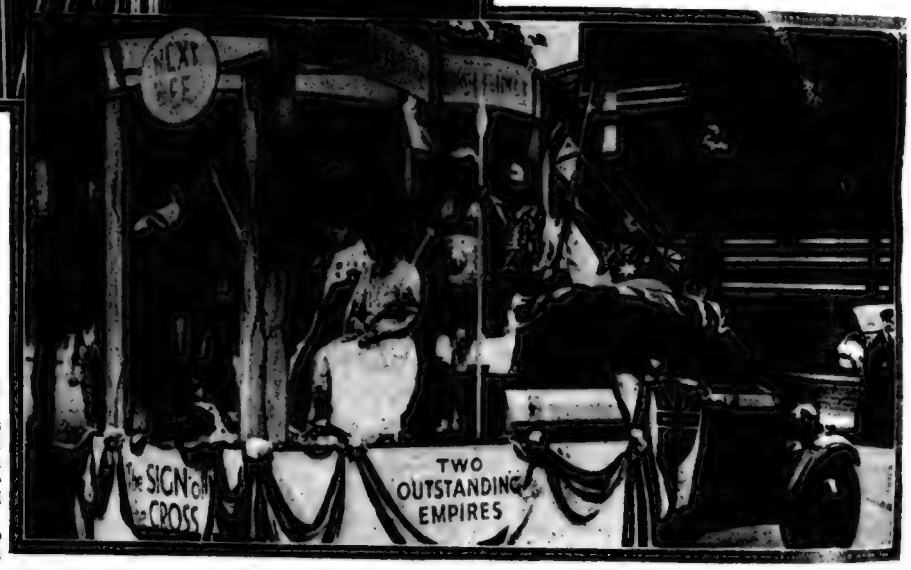
As a stunt, I would employ a man dressed as a farmer to walk a pig through the town or city streets, but take exceptional care to select as my subject a person with a sense of humour and who could be depended upon to show consideration for the pig.

In the vestibule there would be a pig in a sty—a live one, of course—and it would be given away as a prize to the patron, or rather the first patron, who successfully guessed its weight. In some towns it is not permissible to hold competitions in connection with kinemas. In that case, of course, it would be necessary to eliminate the idea of giving prizes.

"The Sign of the Cross"

This, in my opinion, is a real showman's proposition, lending itself to many highly colourful and spectacular flourishes. Nothing would please me more had I this film, than to have a show of cut-outs, etc., on the veranda roof, or, if that is not possible, then in the lobby or vestibule. The background would show old Roman walls with great shadowy masses of people in the distance. Against this I would have in bold relief two chariots with fiery, dashing horses tearing along against a tight rein. Every device and aid that could be used to suggest and emphasise power and vitality would be employed. Make a special point of getting hold of some spot lamps or flood lamps and pick out the really vital features of the display.

On the Saturday afternoon before showing the film, arrange for a chariot to make a parade of the local football or sports grounds, greyhound-racing tracks, etc. For a few shillings it should be possible to build improvised chariots and to borrow horses.



THE SIGN OF THE CROSS (Paramount), is described by F. J. Smidmore as a real showman's proposition. The upper picture shows a section of the large crowd entering the Capitol, Cardiff, to see the film. On the right is the tableau by Percy Swanwick, of the Empire, Wood Green, which gained a prize in connection with the Wood Green Charter celebrations

These vehicles, driven by gladiators, would be greatly talked about.

Arrange a race between the chariots. This would be an added attraction and novel, and should be followed up by sandwichmen parading the grounds. Do not make the mistake of smothering both the chariot and the gladiator with printed matter.

If the latter is carrying a shield, see to it that this is worded in plain lettering and colours, so as to be easily readable.

"The Only Girl"

Have prepared a special throwaway to be distributed to girls only. The wording of this would be as follows: "You are the 'Only Girl' who has not seen the 'Only Girl' at, etc."

Notices would be put in dressmaker's and costumier's shops, worded thus: "You will be the only girl to wear the latest styles of costumes and frocks if you buy them here.

A girl dressed in the costume of one of the characters in the film would walk the streets of Liverpool, and she would carry an advertising card, which, once again, would emphasise "the only girl" motive.

Arrange a beauty competition. Such events are to-day more popular than ever, and are always gratifying to the vanity of the competitors, especially if you give a large number of prizes of comparatively small value. Whilst the people are walking on the stage, have the song, "A Bench in the Park," played softly and follow this up with an organ interlude or play gramophone records of "If You Were the Only Girl in the World," etc.

"Kid from Spain"

For this film I would have a huge 15-ft. cut-out of Eddie Cantor, dressed as a toreador, wrestling with a bull—as a front-of-the-house feature. Necessarily, he would have to wear a large broad-brimmed hat, round the brim of which there would be a troupe of Spanish dancing girls.

For the lobby display there would be a cut-out of Eddie Cantor wrestling with a bull—and it would be a real tussle of strength.

"Just Smith"

I would give anything if I could arrange to fill my theatre with just Smiths, young Smiths, old Smiths, single Smiths, married Smiths, fat Smiths, thin Smiths, pretty Smiths, and ugly Smiths, etc., but that's just a showman's dream. As it would be impossible to do this, I would do the next best thing, by getting hold of a directory and sending to all the Smiths in the town a special personal invitation to see this film—an old stunt, but every effective.

"Waltz Time"

Tie-up with as many of the principal music shops in the town as possible and get local dance-halls to run a "Waltz Time" ball. For the window shows, provide a Viennese setting with cut-outs of film artistes holding a sheet of music in the hand. Another character in the window display might be a figure in evening dress holding up a piece of the film (actual film) to the light. If at night the spotlight can be directed on this, it should look very effective.

At certain periods of the day arrange with a music seller to play and relay "Waltz Time" music to the street. Follow this up with a short, specially prepared gramophone record, giving a brief description of the nature of the film, where it can be seen, etc. It might be profitable to sell sheet music at the theatre.

Back To The Days Of Rome

Spectacular Boosts for "The Sign of the Cross"

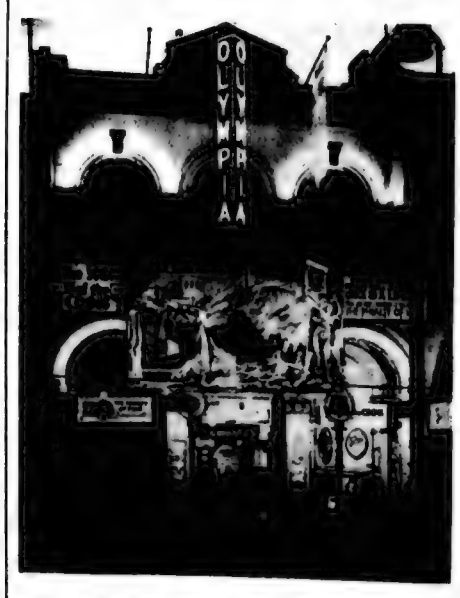
"THE SIGN OF THE CROSS" (Paramount) received good publicity from E. L. Dimmock, of the Astoria, Finsbury Park, N., who set aside a portion of the vestibule for a display of props actually used in the production. It included Cæsar's chair, several types of uniform and equipment, scrolls and instruments of torture, and the setting successfully aroused the interest of the large patronage which this house commands.

Winchmore Hill Tableau

An effective cut-out tableau was also attracting attention to the screening of this picture at the Capitol, Winchmore Hill, where E. McQuaid is the manager. This scene, erected on the canopy, depicted fast-driven chariots and a crowd setting of soldiers on one end, while at the other, grouped about a massive cross, were many kneeling Christians. Flood lamps brought the tableau into relief at night, and a massive banner extending along the entire length of the theatre displayed the title. To open the picture a short musical prologue was staged which started by the playing of appropriate music by the organist.

When the tabs opened a fine machine projected flames on to the screen, and as the music progressed there came into view a cross. This was erected behind the screen and colour flooded. By means of the non-sync. a record of John McCormack singing "Ave Maria" was transmitted, and when this finished the film credit titles were projected on to the screen and the flames and cross effect continued until the picture started.

Billy Tyne, of the Ritz, Edgware, also gave the picture a good boosting by means of an attractive vestibule display of cut-out figures grouped about the ornamental alcove which adorns this theatre entrance. The figures were life-sized representations of the principal characters, and with brilliant lighting effects the setting aroused considerable interest.



An effective display for THE SIGN OF THE CROSS, (Paramount) by manager Smith, of the Olympia, Shoreditch

The Wood Green Charter Day celebrations were put to good account by Percy Swanwick, of the Empire, and many people were attracted to his theatre to see the film of the ceremony and other activities. It was an exclusive feature of the Empire programme, and in addition to showing the chief events of the day many shots of the watching crowds were taken to give a more personal touch than the average news reel.

A copy was accepted on behalf of the borough by the Charter Mayor who, a large gathering of councillors accepted Mr. Swanwick's invitation to witness the first screening of the film on Monday last.

This showman also gained a prize in the decorated vehicle parade with a tableau to publicise "The Sign of the Cross." During the week of presentation this film was also boosted by a well-constructed chariot which was driven about the neighbourhood by a man in Roman costume. A book-shop tie-up was also arranged, and on the theatre front was to be seen a cut-out scene.

Big Cardiff Press

Following the big successes of "The Sign of the Cross" (Paramount) at Manchester, Birmingham, Leeds, and Glasgow, comes news of this film's record-breaking run at the Capitol, Cardiff. Here business was so big Vivian Aldridge, the manager, decided to retain the film a second week. For some time previous to screening, film correspondents and news writers devoted a considerable amount of space to the film in their papers. In addition to this a number of advertisements were placed. One of these occupied a half-page in the *South Wales Echo and Express*, and was reprinted for publicity purposes.

Wax models were exhibited in the foyer of the Lido, Islington, by H. Sanders, when showing THE MYSTERY OF THE WAX MUSEUM (Warner)

Record Number of Radio Tie-ups

Liverpool's "Radio Parade" Boost

THAT 110 radio, gramophone and music dealers on Merseyside displayed in their windows cards and photographs advertising the presentation of "Radio Parade" at the Forum Kinema, Liverpool, is evidence of the thoroughness with which E. E. Lundy, the manager, and W. J. Chapelle (Wardour's exploiteer) conducted their publicity campaign. This is probably the largest number of tie-ups for any one film in the Merseyside area.

"How did we map out the campaign?

"To commence with, we obtained a directory and a map of the area and listed all the dealers who we thought had suitable premises for tie-ups," said Mr. Lundy. "Having arranged the addresses according to the districts, we hired a car and made a personal call on each dealer. In every case our interviewee agreed to fall in with our scheme.

"In each radio shop there was displayed a number of stills from the film, together with a neatly printed window card with the following wording: 'See and hear these famous radio stars in "Radio Parade," showing at the Forum. Hear them on the best radio sets, obtainable here.'

"For the gramophone and music shops there were also stills, and window cards worded thus: 'Take home for your permanent pleasure records of these famous stars appearing in "Radio Parade," showing at the Forum.'"

Arrangements were made with the Liverpool *Evening Express* for a composite page of advertisements for dealers participating in the "Radio Parade" scheme, the three centre columns on the page being devoted to an editorial notice on the film and photograph.

In addition to the tie-ups, about 100 hanging cards were displayed in the principal hotels and restaurants, and 10,000 advertising heralds were distributed from house to house.

Photographic enlargements of scenes from the film were exhibited in the lobby of the Forum. Arthur Sydney, Liverpool manager for Wardour Films, Ltd., also had a good window display of hand-written posters and stills at his office in Commutation Row.

PENGUINS ON VERANDAH

Birmingham Exploitation

A. H. Rockett, manager of the Astoria Cinema, Aston Cross, Birmingham, has arranged a number of telling exploitation stunts in connection with Astoria programmes of late. For the screening of "The Penguin Pool Mystery" (Radio) he arranged a number of huge cut-outs of penguins, together with a shadow cut-out of a man around the top of the verandah. A bill under the display gave the title of the film, the stars, times of showing, etc.

"Hello Everybody" (Paramount) was publicised by special announcement slides and cut-outs of Kate Smith placed at various vantage points in the foyer and on the front of the house, whilst attractive tie-ups were arranged with a number of local gramophone shops where cut-outs of Kate Smith singing into a microphone formed the principal centre setting. In the foyer of the house was a massive model microphone.

"White Zombie" (U.A.) was put over by means of a series of flashing box displays in which quad-crown posters were employed with the head of Zombie alternately appearing as a normal person and then as a fanatic

The
E. G. TURNER
Sound Screen

All Enquiries to
The Perforated Front Projection Screen Co., Limited
19, Charing Cross Road, LONDON, W.C.2.
'Phone: Whitehall 4087

CIRCUIT'S BIG CAMPAIGN FOR "42nd STREET"

A.B.C. Publicity Paves Way for Manchester and District Run

ALL kinemagoers in Manchester and district are talking about "42nd Street" (Warner) as the result of a giant campaign launched by James Lear, A.B.C.'s publicity chief in Manchester, in connection with this film presentation at seventeen A.B.C. theatres in ten towns in the Manchester area. Valuable assistance was given Mr. Lear by Warner Bros.' local representative and C. H. Cox, manager of La Scala, Manchester.

J. LEAR

By arrangements with the manufacturers of "Imperial," "Broadcast" and "Rex" gramophone records over 250 special circular letters were sent to retailers in the Lancashire, Yorkshire and Cheshire counties, requesting their whole-hearted co-operation in a big record "plugging" campaign.

Marks and Spencer's two city stores filled main front windows with records, cut-outs and cards. Reproduction units in the record department "plugged" the song hits from opening to closing time.

Altogether fifteen city radio and gramophone stores made a display in windows and departments. Suburban dealers numbered between fifty and seventy.

Vestibule displays have been provided for all theatres by Marks and Spencers and Woolworths.

Firms were canvassed and a "42nd Street Week" suggested. To sell newspaper space on the eve of the Annual Radio Exhibition (when record dealers are conserving all their resources for radio advertisements) presented a tremendous problem. Eventually the idea of a "Miss 42nd Street" in person suggested a link-up with firms other than record and radio dealers. A half-page display in the *Daily Express* greeted nearly half a million readers on the Monday (date of film première).

A young lady with good looks and personality was engaged for the week to fulfil a number of personal appearance engagements. At an advertised time she was driven through the main streets in a new 8-h.p. Ford, which was decorated with bright 42's to the main entrance of a leading emporium. She was conducted by officials to various departments, fitted with a new season gown and distributed gifts to lucky seat holders in the restaurant.

In a little speech to the assembled shoppers she announced that "She was proud of the honour of being nominated 'Miss 42nd Street,' and advised all members of her audience to visit the Theatre Royal, Manchester, during the week, where the musical success of 1933 was being screened.

The Ritz Dance Hall announced that "Miss 42nd Street" had been engaged to appear at evening sessions to act as guest hostess to Danceland.

A special feature of the campaign will be the widespread distribution of novel throwaways picturing one of the beauties of the production, with snappy lines, in keeping with the up-to-date-ness of the music and story.

H. S. Davies' street stunt for THE BIG CAGE (Universal) at the Park P.H., Bristol

A LITTLE CAGE

Boost for "Big Cage"

A smart idea for boosting "The Big Cage" (Universal) was conceived and carried out by H. Stanley Davies, of the Park Picture House, Bristol.

Dressing two men as circus clowns, he sent them out to parade the streets carrying a 10-ft. pole on their shoulders. In the middle of the pole was a small cage, about 2 ft. square, containing a number of toy animals, lions, tigers, elephants, etc. On the top of the cage was a card which said: "This is the small cage," while hanging from the pole immediately below was a large announcement, 6 ft. by 3 ft., advising the public to "See 'The Big Cage' at the Park to-day."

Another clever stunt worked by Mr. Davies was for "42nd Street" (Warner). He had a large signpost made, the arms of which had upon them the direction: "(A.1.) '42nd Street,' The Park."

This post was carried by two men dressed as traffic policemen, and at the corners of the various streets in the district they stopped, and while one held the post the other distributed handbills to the interested onlookers.

"WALTZ TIME" DANCERS

Hanley Stage Show

Manager Leslie C. Rogers, at the Regent, Hanley, has been responsible for a couple of outstanding stunts during the last two weeks.

Last week he was showing "Waltz Time" (W. and F.) and with the theatre in darkness, and a screen across the front of the stage (which was lighted behind), a couple attired in old-time costume danced to the tune of one of the popular waltzes in the film, the music being provided by E. Felton Rapley on the organ. Later, the couple appear, but this time in modern attire and dance in the present-day style.

It was a popular attraction and was received with enthusiasm, which, no doubt, prompted Manager L. C. Rogers to further effort this week in connection with "The White Sister" (M-G-M).

In this attraction, Mr. Rapley accompanied a gramophone record. The stunt took place during the musical interlude, and was entitled "An Alpine Fantasy." Two "monks" garbed in cowls and cassocks opened the scene, which was set as a picturesque typical Alpine view, with the sun shining brilliantly as the music commenced. The music develops, and a storm gathers, while the lights on the stage dim. With heavy snow falling, the two "monks" wind their way across the stage in search of a lost traveller, and disappear for a while, while the music portrays the passing of the storm. On returning to the stage they are supporting a weary traveller, and, as they pass off the stage, the Monastery bells ring out a merry peal.

TO "42nd STREET"

Signs Point the Way

N. L. Adams, manager of the Adelphi Cinema, Hay Mills, went all out in his exploitation of "42nd Street" (Warner). Around the car park and at other vantage points he had a number of signs after the style of the R.A.C. and A.A. direction arms, bearing the wording: "To 42nd Street and the Adelphi." At the various music emporiums where window displays of the records, etc., were the feature more of these sign pointers were introduced. In the foyer he arranged a setting with the cut-out heads of the leading players on glittering stars artistically flood-lit in colour, supported with selections of coloured stills, and announcement matter relative to the film.

Bolton has over a score of kinemas, and thus keen showmanship has to be exercised. Many of the leading super-kinema managers have been busy for some time arranging a series of "big" feature pictures for the month of October, in which the Annual Shopping Carnival will be held.

A striking tableau for WALTZ TIME (W. & F.), staged by H. G. Thorburn of the Apollo Picture House, Birmingham

An Old Wheeze Proves Good Again

W. Prodgers' Tonic for Bristolians

THE Seidlitz powder stunt is as old, perhaps older, than the kinema business itself. It is so old, in fact, that it has been forgotten, and comes as a new idea to the younger generation of picturegoers. That was what W. Prodgers, of the Triangle, Bristol, who had worked the stunt himself many years ago, thought when he decided to use it again for "Summer Lightning" (U.A.).

He had several thousand dummies of Seidlitz powders made up, each bearing on the outside a label which read: "A splendid tonic for the depressed. To be taken after lunch or tea." On opening the packet the recipient found a card which advised him to "For health's sake see Ralph Lynn in 'Summer Lightning' at the Triangle. A certain cure for all worries, aches and pains. Just what the doctor orders."

Mr. Prodgers had for his second feature in the programme "Train 2419" (Pathé), and he got a boost for this at Temple Meads, Bristol's principal station, where he had an announcement stating that "'Train 2419.' Your train for Blackpool is on September 30. Come and see it at the Triangle."

The point in this was the fact that Mr. Prodgers was organising a special outing to Blackpool to see the illuminations on the date mentioned in the announcement.

FREE AIR TRIP

For "Air Hostess" Patrons

F. Hilbury continues with his successful exploitation campaigns at the Gaiety, Southsea.

For the showing of "Air Hostess" (U.A.) he linked up with the Portsmouth City Airport. Six thousand throwaways advertising the film and the airport, and 200 special hanging cards announcing: "Get off the earth and let the Portsmouth City Airport be your 'Air Hostess.' If you have never flown get air-minded," were distributed through the booking agents and to the hotels throughout the town. In exchange for this the airport presented free tickets for a return flight to the Isle of Wight to patrons with lucky numbers, and advertised the picture with posters on the sides of their talkie van, which toured the town a week prior to the screening.

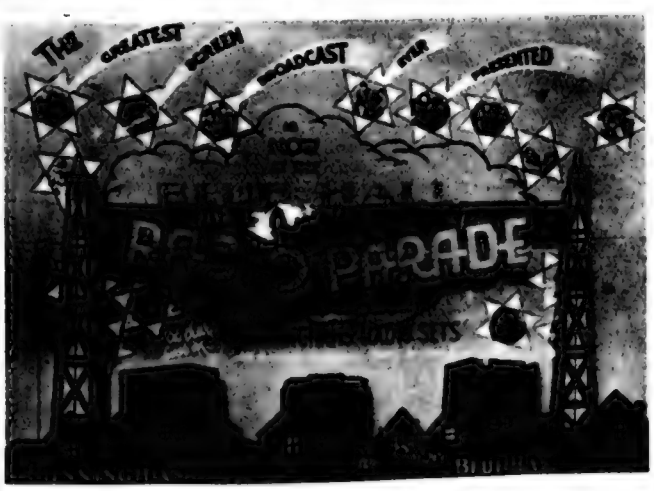
KONG ON A BICYCLE

Amuses Epsom Carnival Crowds

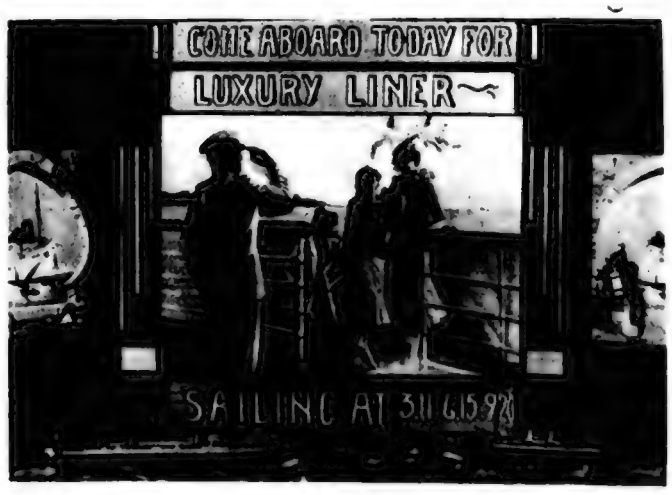
F. Sharp, of the Cinema Royal, Epsom, made excellent use of the opportunity offered by the Epsom Carnival Week to boost "King Kong" (Radio).

A decorated car and trailer and a man attired in a gorilla costume riding a freak bicycle toured the district and appeared in the carnival procession.

The "gorilla" created a great deal of attention with his amusing antics, especially on the fête ground, where he rode one of the roundabouts and swings. This effort was the talk of the town and resulted in a week's record business.



Collaboration with a radio dealer resulted in this compelling window display for E. S. Shaw's presentation of RADIO PARADE (Wardour), at the Blue Hall, Edgware



A tie-up with the P. & O. Shipping Co., enabled J. E. Nairn, of the Ritz, Edinburgh, to arrange this tasteful display in the theatre's display window to publicise LUXURY LINER (Paramount)

AROUND THE LONDON SHOWS

"Good Companions" Meet at the Davis, Croydon

A REALISTIC SCENE FOR "F.P.1."

DURING the run of "The Good Companions" (Gaumont-Ideal) at the Davis Theatre, Croydon, H. A. Arnold, the theatre Press representative, brought off a personal triumph in securing the attendance, at a gala performance of the principals in the film.

On the Wednesday night, the local corporation attended, and the house was crowded with representatives of all the local organisations and the general public. Prominent members of the executive of the Gaumont film were also present. Flags and bunting were very much in evidence, and flood lights illuminated the front of the house, whilst "spots" picked out the visitors as they entered, and played upon the waiting crowds who besieged the building to gain a glimpse of the stars, who included Jessie Matthews and Edmund Gwenn. Victor Saville and Sonnie Hale were also present.

The visitors, who were escorted by Alfred Davis, the theatre's managing director, were received by the Mayor and Mayoress.

Stuart Davis, the general manager, introduced the Mayoral party to the audience from the stage, and the Mayor, in turn, presented Jessie Matthews, followed by Edmund Gwenn and Victor Saville. They were acorded a rousing reception. The speeches were brief and to the point—eulogising British films.

Extraordinary Scenes at Victoria

The Metropole, Victoria, continues to maintain its reputation for personal appearances.

Last week the Hyams' house was screening "Gabriel Over the White House" (M-G-M), and on one evening Col. Tweed, the author of "Rinehard," on which the film is based, visited the kinema. Before he was introduced, by B. D. Blumenfield, to the audience, Col. Tweed had autographed a number of copies of his book.

These were put up for auction by F. C. Landor, the kinema manager, and remarkable scenes were witnessed as members of the audience bid for copies of the coveted book.

The film had evidently aroused the audience to a high pitch of enthusiasm.

The Hands of "Kong"

Showmen who are taking "King Kong" (Radio) in the future will be interested in the simple but effective opening which Fred Barron-Curtis, of the Barnet Cinema, used recently. After the screening of the certificate the tabs were drawn and all house lights extinguished. Then appeared on the tabs an immense shadow of Kong, which slowly grew in size until it filled the whole space, and with a final move of its outstretched arms it faded off and the picture commenced.

All that is required for this stunt which brought plenty of comment from the patrons is a 100-watt lamp suspended by a line to within three feet of the stage floor and a fairly large pair of gloves which are worn by the attendant who stands before the light. Slight movement either of the lamp or man is sufficient to increase the size of the shadow cast.

Where "F.P." Won

A striking publicity display in a window adjoining the Dalston Picture House was giving the screening of "F.P.1" (W. and F.) a good boosting last week, and throughout the time it was shown it was difficult to approach it closely, so great was the interest it aroused.

It was devised by Robert Patterson and constructed in the Picture House workshop, and represented the flying platform in a stormy sea setting with 'planes flying overhead.

The platform measured 9 ft. in length, and was made in bright metal, and was set well back in the window. On its surface nested 'planes, and searchlights shone out, showing other 'planes in their beams. Twin aerial masts were also erected on it, and between the wires could be seen flashes of electricity. Water was sprayed down from the ceiling into the cut-out stormy waves of the setting below and a flasher distributed lightning in the background. The scene was dimly lighted by a green flood in the foreground, and from the street a realistic impression of the flying platform riding the stormy seas was gained.

I have seen many of the publicity stunts put over by our London showmen, but this Dalston window by Mr. Patterson is by far the best for general effect, ingenuity and good scale.

Real Thing at Brixton

For the publicising of "Sign of the Cross" (Paramount) at Brixton Astoria, "Bill" Thornton had an original vestibule display.

A house under the ægis of Paramount, the Astoria manager secured some of the original costumes and "gadgets" used in the production of the film. The collection made a very striking display, and was the centre of great interest.

LONDONER.

This effective display in the foyer of the Davis Theatre, Croydon, for Capt. Alfred Davis's presentation of CAVALCADE (Fox), was executed by H. A. Arnold, a member of the theatre publicity department

Free Flights for Patrons

"Ace" Showmanship for "Central Airport"

ONE of the most elaborate and at the same time successful showmanship efforts ever put over in connection with an aviation picture was performed by Bernard M. Woolley, in connection with "Central Airport" (First National) at the Adelphi Theatre, Slough.

The week prior to the screening Mr. Woolley had a special prologue to precede the trailer, and a personal message to his patrons through a microphone. A big display of banners, cut-outs and stills in the vestibule started patrons talking well in advance.

On the week of the presentation Mr. Woolley had a particularly striking display, consisting of a cut-out of a 'plane suspended outside his canopy, and also a display of magnificent model air liners specially loaned to him for the occasion by Imperial Airways, Ltd. He also succeeded in getting a tie-up with the Fairey Aviation Co., of Hayes, which loaned displays of model 'planes, pictures, aeroplane engines, and the actual propeller of the machine that won the Schneider Trophy.

This letter was naturally a very large exhibit and was displayed on a specially constructed aluminium stand.

Perhaps the biggest part of the campaign, and certainly one of the best tie-ups ever arranged was an essay competition in conjunction with the local Press and Imperial Airways. This was a 100-word contest on the subject, "The value of air transport to the British Empire." Hundreds of entries from filmgoers all over the South of England were submitted, and the first prize was a free trip to Paris and back by Imperial Airways 'plane.

This naturally proved a tremendous draw, and in exchange for the ticket, Mr. Woolley distributed Imperial Airways brochures, describing aerial transport, which found a very ready demand among prospective patrons, so much so that fresh supplies had to be sent for. All these brochures were sniped with "Central Airport" copy.

A full window display of model children's aeroplanes was obtained in a High Street store, while 10,000 small cardboard aeroplanes, complete with catapult "engines," sniped "Central Airport," were distributed in the town by a member of the staff attired as an aviator. These caused quite a sensation, and many more had to be ordered to supply the immediate demand.

A mammoth Children's Matinee was arranged for the Saturday afternoon, which brought 2,800 children, constituting a record. A feature of this was an "Aeroplane Model Competition" on the stage. There were hundreds of entries, and large, scale-model aeroplanes, donated by Imperial Airways, Ltd., formed the very attractive prizes.

TWO FILM SHOWS IN ONE

16 mm. SCREEN IN PRESTON FOYER

P. H. LENNON, who is about to have his second anniversary as manager of the New Victoria, Preston, a G.B. house, can look back upon his second year of activity there with much satisfaction.

He has made a feature in the magnificent foyer of the New Victoria of displays and tie-ups, one of the most novel of which was that linked with "F.P.1" last week. He joined with a local agent for Pathescope, who supplied one of the latest models (sixteen guineas), together with 300 ft. of 9-mm. film. The exhibit was "Air Highways," describing the Graf Zeppelin tour of South America, and it was projected in the foyer during the showing of "F.P.1."

As this show lasted fully ten minutes, patrons had the experience of seeing two shows in one, as it were.

It was appropriate that the exhibition coincided with Sir Alan Cobham's visit and aerial displays near Preston, in connection with which the New Victoria management offered free flights.

Sir Alan himself was in the theatre for the presentation of the flight tickets to the successful competitors, and the occasion coincided with the last public appearance of Sir Alfred Howarth, for 50 years town clerk of Preston, following the opening of the town's new municipal building, which cost £150,000.

BOOSTING A STAR

C. M. Cheffins, manager of the Empire Theatre, Stirchley, Birmingham, arranged an attractive front of house display for the screening of "The King's Vacation" (Warner). A large-size cut-out of George Arliss was arranged high up on the front of the house, around which a series of smaller replicas of the stars and the film title in glitter letters.

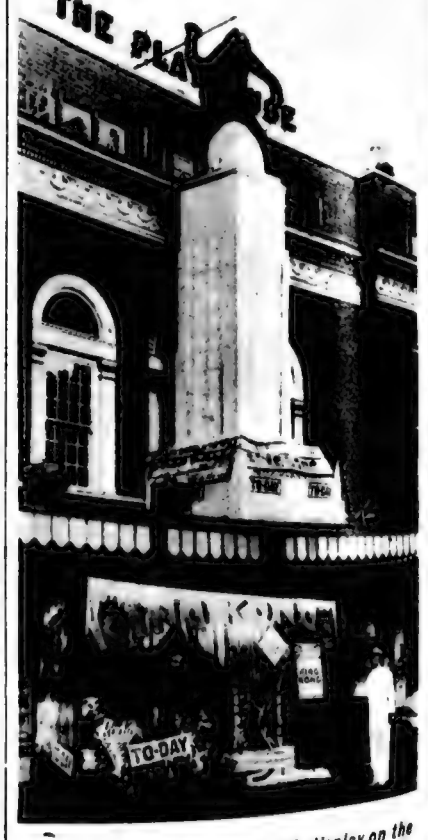
HOW P.D.C. HELPS

Exhibitor Co-operation

As in the case of "The Vampire Bat," which film is due for release in November, a novelised version of "Sing, Sinner, Sing" is also available for publication in local newspapers in serial or long complete story form. A postcard addressed to the P.D.C. Publicity Department will bring a typewritten copy of this story by return of post. No fee for publication is required.

The release date for "Curtain at Eight"—the recently Trade shown P.D.C. Majestic production—has been fixed for January 22, 1934. "Curtain at Eight" was taken from Octavius Roy Cohen's best seller, "Back Stage Mystery," and the impressive cast is headed by Dorothy Mackaill, C. Aubrey Smith, Paul Cavanagh, Marion Shilling, Sam Hardy and Jack Mulhall.

A theme is expounded in "An Entirely Different Woman," a forthcoming P.D.C.-Majestic picture. Dealing with the theory that a blood transfusion may, under certain conditions, bind the receiver to the giver—an hypothesis that has been seriously debated by leading medical men—"An Entirely Different Woman" is bound to attract a great deal of attention, and create much controversy and consequent publicity. George Froeschel is the author of the well-known novel on which this film is based.



W. Southan Morris's 35 ft. high display on the Windsor Playhouse for KING KONG (Radio). At night when it was illuminated it could be seen for some considerable distance

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British Acoustic Equipment (new)

Seating (new) 350 approx.

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November 13 Releases

AN OLD FAVOURITE

As Introduction for Arliss Film

Musical Suggestions Compiled by A. W. OWEN

"THE WORKING MAN," with George Arliss as star, is the chief release this week. The old-fashioned but ever popular song, "Love's Old Sweet Song," is featured in this film as the theme song for George Arliss with excellent effect. I can think of no better introductory music than the presentation of just one verse and chorus synchronised so that the last notes of the song are timed to coincide with the first sub-title of the film screening. For the two heavy "misterioso" films, "Matinee Idol" and "A Night of Terror" a new type of eerie atmospheric music can be tried by using the "Hunyadi Laszo" introduction to the famous overture and a choice of excerpts from Schubert and Schumann symphonies, always effective, especially with lighting effects carefully prepared.

"King of the Jungle," the West African thriller, seemed to call for Coleridge-Taylor compositions, and in the first number of his "Othello" Suite I think we shall find the required atmosphere. Debussy's "Arabesque" No. 1 was often played in the silent film days, and although it may be definitely labelled high-brow, is also so melodic in form that it can be safely presented almost anywhere. I was astonished to find that the only record I could trace was that of a harp solo, but this will form a beautiful duet with organ, and even alone will be somewhat of a refined novelty for non-sync. solo.

"WHEN LADIES MEET" (M-G-M)

CERT. A. 7,633 ft. Reg. No. F.8912. Reviewed in *Kine.* June 29, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, two 6-sheets.
STARS.—Ann Harding, Robert Montgomery, Myrna Loy, Frank Morgan.
ATMOSPHERE.—Sophisticated, provocative comedy-drama with ultra modern background and sex theme, adapted from Rachel Crother's play of the same name.
ORCHESTRA.—"Arabesque," Debussy No. 1. (Lafleur or Chester.)
ORGAN.—As orchestra, with adaptation from the piano-conductor copy of the above orchestration either for solo or synchronised presentation with the record as detailed below for non-sync.
NON-SYNC.—"Arabesque," No. 1 Debussy. Recorded on H.M.V. C.1642 by Mildred Dilling (harp solo).
LIGHTING EFFECTS.—Pale blue and rose pink in fading sequences.

"KING OF THE JUNGLE" (Paramount)

CERT. U. 6,240 ft. Reg. No. F.8873. Reviewed in *Kine.* June 15, 1933.
PUBLICITY.—One 48-sheet, two 12-sheets, two 6-sheets.
STARS.—Buster Crabbe, Frances Dee.
ATMOSPHERE.—Wild animal thriller, showing the life of a lad left alone in the jungle, growing up to have control over wild animals, is captured and travels in America with a circus, eventually returning again to the jungle.
ORCHESTRA.—"Othello Suite No. 1." Coleridge-Taylor. (Ascherberg, Hopwood and Crew.)
ORGAN.—As orchestra, with adaptation from the piano-solo copy either for solo or synchronisation with record as detailed below for non-sync.
NON-SYNC.—"Othello Suite No. 1." Coleridge-Taylor. Recorded on H.M.V. B.4273-4 by the New Symphony Orchestra. Note.—These records contain the entire suite, which is useful as an addition to the permanent library.
LIGHTING EFFECTS.—Blending of deep orange, green and amber in fading sequence.

"BLACK BEAUTY" (Pathe)

CERT. U. 7,178 ft. Reg. No. F.8876. Reviewed in *Kine.* June 15, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Alexander Kirkland, Esther Ralston.
ATMOSPHERE.—A screen adaptation of Anna Sewel's well-known novel. The birth, triumph and fall of the horse are illustrated in interesting detail.
ORCHESTRA.—"L'Extase." Louis Ganne. (Keith Prowse.)
ORGAN.—As orchestra, with adaptation from the piano-conductor part of the above orchestration either for solo or synchronised presentation with the record as detailed below for non-sync.
NON-SYNC.—"L'Extase." Louis Ganne. Recorded on Columbia D.B.4382 by J. H. Squire and the Celeste Octette.
LIGHTING EFFECTS.—Blendings of blue, green and violet in slow fading sequence.

"THE WORKING MAN" (Warner)

CERT. U. 7,067 ft. Reg. No. F.8855. Reviewed in *Kine.* June 15, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—George Arliss, Bette Davis.
ATMOSPHERE.—A comedy of commercial life in which experience triumphs over youth, and a vivid insight is given of the emptiness of the social world.
ORCHESTRA.—"Love's Old Sweet Song." Molloy. (Chappell.) Symphony verse and one chorus played very softly as introductory entr'acte only.
ORGAN.—As orchestra, with adaptation from the vocal and piano accompaniment copy, and synchronised if desired with record as detailed below for non-sync.
NON-SYNC.—"Love's Old Sweet Song." Molloy. Recorded on Columbia D.B.3796 by J. H. Squire and the Celeste Octette, or on Columbia P.D.7314 by Dame Clara Butt, or on Columbia D.B.4459 by Layton and Johnstone, presented as introductory interlude only.
LIGHTING EFFECTS.—Three shades of blue, light, medium and dark, in slow sequence.

"MATINEE IDOL" (U.A.)

CERT. A. 6,864 ft. Reg. No. Br.8591. Reviewed in *Kine.* April 6, 1933.
PUBLICITY.—One 12-sheet, one 6-sheet.
STAR.—Camilla Horn.
ATMOSPHERE.—Murder mystery drama of the stage, which shows the moral laxity of modern life and has a well-preserved secret.
ORCHESTRA.—"Hunyadi Laszlo." Overture. F. Erkel. Opening adagio movement only first sixty-four bars as introductory interlude.
ORGAN.—As orchestra, with adaptation from the piano-conductor copy of the above orchestration for solo presentation. There is no recording of this music, and non-sync. music must be used for synchronisation with record.
NON-SYNC.—"Symphony No. 4 in D Minor." First movement, tense, dramatic. Schumann. (Boosey Hawkes.) Recorded on Columbia L.2209 by the company's Symphony Orchestra, presented as an introductory entr'acte only, finishing with the screening of the first sub-title of film.
LIGHTING EFFECTS.—Black-out, followed by amber, fading to deep crimson as film is screened.

"NIGHT OF TERROR" (U.A.)

CERT. A. 5,782 ft. Reg. No. F.8. Reviewed in *Kine.* June 15, 1933.
PUBLICITY.—One 12-sheet, one 6-sheet.
STAR.—Bela Lugosi.
ATMOSPHERE.—Fantastic mystery drama, with many eerie and almost incredible situations, with a scared nigger as the humorous relief.
ORCHESTRA.—"Adagio Molto" movement from the "Tragic Symphony." F. Schubert. (Boosey Hawkes.) Using the first theme only as an introductory interlude.
ORGAN.—As orchestra, with adaptation from any piano-solo arrangement of this excerpt from the symphony or from the piano-conductor copy of the above edition, or as non-sync. if synchronisation is desired.
NON-SYNC.—The "Evil Plotter." Zamecnik. (Keith Prowse.) Recorded on Columbia D.19285 (Special Film Catalogue record) by the company's Symphony Orchestra, played as an introductory interlude only.
LIGHTING EFFECTS.—Black-out, amber, fading to red, purple and finally deep crimson flood as the first sub-title of film is shown on screen.

KINEMA ORGANISTS

DISCUSS CONSOLE STANDARDISATION

A MEETING of the members of the kinema organists' section of the Incorporated Society of Musicians was held at the Society's offices, 19, Berners Street, London, W.1, on Wednesday, September 27, with George Pattman, F.R.C.O., Warden, in the chair.

Among those present were Reginald Foort, F. Rowland Tims, Thomas W. Grosch, Clifford Knight, Steff Langston, and the secretary, Frank Eames, etc.

After a discussion concerning future arrangements for members' meetings for the 1933-34 session, consideration was given to the "Standardisation of the Console," and a draft memorandum previously issued to members was discussed and revised.

The debate of this important subject, which is of vital interest not only to organists and their deputies, but also to every manager of a kinema in which a modern unit organ is installed, was of a most useful character, as the speakers were able to voice their own valuable experiences in a practical and technical manner.

Only the co-operation of the organ builders is now needed to secure a method of registration, lay-out, etc., which will do much to simplify the organist's control by agreement as to a general basis of console standardisation.

C.E.A. VISIT ORGAN WORKS

Members of the executive council of the C.E.A. are to be the guests of the John Compton Organ Company on Wednesday, October 11, when an inspection will be made of the company's model works at North Acton.

A lunch will be held previously at the Florence.

Organ Interludes—XV

"SAY IT WITH MUSIC"

GEOFFREY KEITH'S FILM SONG SHOW

Empire, Aldershot, Organ:—Two-Manual Six-Unit Compton

THIS week's interlude has been compiled by one of our youngest organists, Geoffrey Keith, who has recently been appointed by Reginald Foort, the musical director of the County Cinemas, Ltd., as solo organist at the Empire Theatre, Aldershot. This is, however, by no means his first effort, as he has been on the Bernstein circuit for nearly two years, and the last six months on tour with the special Harold Ramsay presentations.

The interlude is interesting and should prove very effective in presentation if care is taken in the record synchronisation and lighting effects.

1	Slide. A RADIO AND SCREEN SHOW. (Microphone announcement):— Hello, Everybody! This is the ———— Theatre calling. We are now taking you over to our own private studio for ten minutes with some of the most popular stars of the Screen and the Radio. First of all the star of stars from the "Kid from Spain." . . . Ladies and Gentlemen: Eddie Cantor.	
2	Photo slide of Eddie Cantor.	One chorus of "What a Perfect Combination."
3	Norma Shearer in her greatest screen triumph, "Smilin' Thru'."	One chorus of "Smilin' Thru'."
4	(Halfway through chorus) photo slide of Norma Shearer.	One chorus of "Smilin' Thru'."
5	Presenting Bing Crosby, America's King of the crooners, singing "Please," his great hit from "The Big Broadcast."	Intro. to "Please."
6	Photo slide of Bing Crosby	One chorus of "Please" with Crosby's Record.
7	Next, Filmland's own Stars, Mickey and Minnie.	Intro. to all Mickey Mouse pictures.
8	(Halfway through tune), Photo slide of Mickey and Minnie.	Intro. to all Mickey Mouse pictures.
9	Jeanette Macdonald, the lovely heroine from "Love Me To-night."	"Love Me To-night."
10	(Halfway through chorus), Photo slide of Jeannette Macdonald.	"Love Me To-night."
11	And now our Cuckoo friends.	"Dance of the Cuckoos," as played to all Laurel and Hardy films. (Weird harmony.)
12	Photo slide of Laurel and Hardy.	Theme song. A joke from the Columbia Record of Laurel and Hardy on non-sync, theme song being played softly throughout the part of the record.
13	Finally, the famous Radio and Screen star, Jack Payne with his Band, playing "I'll Do My Best to Make You Happy," from his successful film, "Say It With Music."	Jack Payne's record of "I'll Do My Best to Make You Happy." (Omitting first chorus.)
14	Photo slide of Jack Payne and his Band.	Jack Payne's record of "I'll Do My Best to Make You Happy." (Omitting first chorus.)

FINIS. With curtains drawn and full lights up on stage.

A MARVELLOUS MUSICAL MEMORY

Organist with Hundreds of Tunes at Call

There is no art in which preferences are so individual as in music, where every person has his or her favourite tune. At the kinema, when tunes are played, the heartiness with which patrons join in is the measure of their appreciation.

A young organist, Eldon B. Firmstone, who has an organ installed in his home at Wordsley Manor, Staffs, has a remarkable musical memory, having literally at his finger tips over 250 popular airs and musical pieces, both new and old.

He is taking up music as a career, and at the Majestic, Cradley Heath, last week delighted the audience by playing on the organ tunes called out from the audience. The result was that the house was capacity and on the Saturday evening hundreds were turned away.

Mr. Firmstone has bookings almost immediately at the Central, Kidderminster, and at three kinemas in the Birmingham area and London.

He plans to conclude his tour in April and visit Australia and America.

He has open dates for three-day bookings between now and April, which he is anxious to fill.

KINEMA SIGN EXHIBIT

In the Preston Trades' Exhibition now being held Hardiker's Cine-Craft Publicity Services, Ltd., of Alexandra Studios, Walker Street, Preston, exhibit some of the newest advertising successes in the form of a Neon illuminated showcase finished in stainless steel, for installation outside kinemas and theatres.

The film or entertainment of the day occupies the chief space and compels the attention of all going in or passing by night or day. Hardiker's also show hand-painted posters, and showcards and cut-out window displays of the latest type.

REGAL SHOWMANSHIP

Atmosphere for Sea Picture

A striking introduction to "Below the Sea" (U.A.) is being given this week at the Regal, Marble Arch, W., where, by very simple means, "Bill" Pepper has provided a very appropriate atmosphere for the film.

A verse of "The Diver," sung by Norman Allin on the Columbia record DX270, is played on the non-sync., the film being timed to open with the concluding note of the song. Rough sea waves on the screen make an effective background for titles, and the transit from the introduction to the picture proper is smooth and effective.

W.E. INSTALLATIONS

Twelve Last Month

Western Electric report that during September they have been actively engaged in carrying out installation work at the following twelve theatres: Hippodrome, Huntingdon; Beanlands Cinema, Clevedeys; Premier, Earlsfield; Electra Palace, Sheffield; Regent, Gravesend; Playhouse, Peebles; Oldfield Theatre, Bath; Palace, East Ham; Troxy, Stepney; New Cinema, Cambridge; Regal, Worksop, and Plaza, West Wickham.

In addition to the existing sound installations Western Electric have now installed single turntable non-synchronous attachments in various theatres.

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See the manner in which Cinema Signs tackle the problem of producing increased BOX OFFICE receipts at lower advertising costs. You will be interested in the instances of our enterprise and activity.

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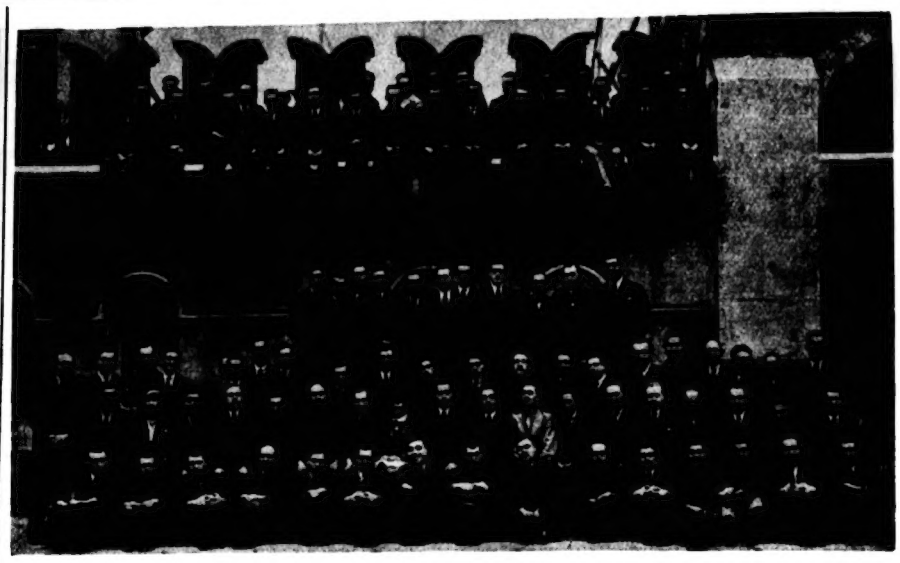

Members of the London Court of Projectionists' Guild photographed on the occasion of their visit to B. & D. Studios, Elstree. *(See Page 35)*

Kinemas Planned

NEW LIVERPOOL SCHEME

Two Doncaster Projects—Royston Rebuilding—Newton Abbot Thousand Seater—Weybridge Odeon Begun

A. E. SHENNAN, F.R.I.B.A., architect, of Liverpool, has made provision for a kinema in the lay-out plan for the development of Childwall Park Estates, Liverpool, which has just been acquired by Heathfield Estates, Ltd. Covering an area of 52½ acres, the site, which will be developed as a garden city residential area with its own kinema, shopping area and hotel, has frontages to Woolton Road and Childwall Abbey Road, and is well served with bus and tram services from the centre of the city. Building operations will be commenced next year.

Tenders Invited for Manchester Super

Tenders are now being invited in connection with the new Forum Cinema and café on the Wythenshawe estate, Manchester, for the Forum Cinema Co.

The architect, C. Hartley, 128, Buxton Road, Stockport, has prepared plans for a building seating nearly 2,000 people.

Doncaster Super Projects

Within the next week or two a start will be made on the rebuilding of the Majestic, Doncaster, for Gaumont-British. It is hoped the building will be ready for opening next Easter.

Additional land has been secured, and the new building will have accommodation for over 2,000. The scheme includes a large ballroom and restaurant and the estimated cost is over £50,000.

Plans have been prepared by W. E. Trent, the G.-B. architect, McLaughlin and Harvey, Ltd., of 24, Highbury Grove, N.5, are the contractors.

Work Started on Doncaster Super

Work has been started on a new super-kinema in Hallgate, Doncaster.

Accommodation is to be provided for 2,500 persons, and the building will include an arcade, large café and ballroom, and winter gardens.

The contractors are Messer and Hebditch, Doncaster, and the architect is W. A. Kellett, 8, Lendal, Yorks.

Royston Scheme

The erection of the new kinema at Royston, Herts, for J. R. Cox, the proprietor of the Royston Cinema, which was destroyed by fire in June, will be carried out by Braybon and Son, Ltd., builders, of 39, St. James's Street, Brighton.

Operations on the site have now been commenced to the plans of E. B. Parkinson, of 23a, Petty Cury, Cambridge.

The kinema will seat about 500 people.

Acomb, York, Kinema

The contract for the erection of a new kinema at Acomb, Yorks, for Thompson's Enterprises, Ltd., of Middlesbrough, has been let to G. W. Lazenby and Co., Ltd., of Ferryhill, Durham.

The building will have its main frontage in York Road, and will include two double-fronted shops.

W. A. Kellett, 8, Lendal, York, is the architect.

Sudbury Contract Let

A. Sadler and Sons, Richmond Road, Ipswich, have secured the contract for the erection of a kinema on the site of the Rose and Crown, in King Street, Sudbury, Suffolk.

The architect is G. T. Armstrong, A.R.I.B.A., Scotland Street, Stoke-by-Nayland, near Colchester, Essex.

Work is to start at once.

Quantities Being Prepared

Quantities are being prepared for the proposed new Prince of Wales Kinema to be erected on the site of the Sportsman's Hotel, Caernarvon, and it is intended to invite tenders for the building work in about three weeks' time. Designed by Lionel A. G. Prichard, A.R.I.B.A., of Moorfields, Liverpool, the Prince of Wales will have seating accommodation for 1,100 persons, and is estimated to cost £25,000. The scheme also provides for a ballroom and a licensed café.

1,000-Seater for Newton Abbot

The site of a former brewery in Wolborough Street, Newton Abbot has been acquired for a 1,000-seater kinema.

Plans are being prepared by Howard Williams, A.R.I.B.A., P.A.S.I., of St. Andrews Place, Cardiff. The managing director of the new company is W. Farrant Gilley, of Torquay.

Another Glasgow Scheme

It is proposed to build a kinema fronting Paisley Road, Cardonald, Glasgow, adjoining Berryknowe Road.

R. A. Bryden, Robertson and Boyd, 147, Bath Street, Glasgow, have been appointed architects, and are now preparing plans, which provide for accommodation of 1,700.

The office of the promoting company is at 147, Bath Street, Glasgow, C.2.

Odeon, Weybridge, Commenced

Operations are to be commenced immediately upon the erection of the new Odeon Cinema at Weybridge, Surrey, for the Odeon (Weybridge), Ltd., of 38, Temple Row, Birmingham.

The contract has been placed with T. H. Adamson and Sons, of 145, High Street, Putney, London, S.W.15, who commenced the construction of the foundations this week.

The new kinema has been planned by A. P. Starkey, architects, of Dunsmore, South Hill Avenue, Harrow, Middlesex, and will be of modern construction, having seating for about 1,000 persons.

Portsmouth Watch Committee has approved plans of proposed alterations at the New Princess Cinema, Lake Road.

Hampton U.D.C. has approved plans submitted by A. F. Jacob for heating installation at the Hampton Kinema, Station Road.

CURRENT FAILURE.

Exhibitors Refused Redress

The proprietors of the Palladium and the Opera House, Ripon, have applied to the Electricity Committee for £10 estimated damages sustained by the failure of the electric current on July 29.

The Committee decided to send replies expressing regret at the inconvenience caused and stating that after full consideration of the circumstances, it is unable to comply with the request.

Gravesend Current Failure

A total failure of electrical current supplied from the Gravesend Corporation Electricity Works, took place on Friday night last. This was the first serious interruption for three years.

The period of darkness lasted well over an hour, and all kinemas in the town were affected. The current was gradually brought on after 9 p.m.

Patrons were given readmission tickets for shows on Saturday.

Stoke Electricity Charges

The reduction in electricity charges, for which the North Staffs branch have been agitating for some time, has materialised.

The Stoke-on-Trent City Council last week decided that supply be given to kinemas at 3d. per unit for the first 1,000 consumed per month, and at 2½d. per unit for all supply taken in excess of 1,000 units per month.

NEW VOIGT SPEAKER

Response Outside Recording Limit

Visitors to the Inventions Exhibition at the Westminster Central Hall from October 4 to 14 will have opportunity of seeing the latest model Voigt power speaker for kinemas, which its inventor, P. G. A. H. Voigt, B.Sc., A.M.I.E.E., has developed.

M. Voigt will be remembered as the clever engineer of Edison Bell, and the loudspeakers bearing his name have been applauded in the past for quality of reproduction. He claims that his latest model has a frequency response above the limits of commercial film recording to-day and thus is able to reproduce all recorded sound.

M. Voigt is operating from Voigt Patents, Ltd., the Courts, Silverdale, Sydenham, S.E.26. 'Phone: Sydenham 4114.

RECTIFIER FOR GRAVESEND SUPER

A paragraph in last week's *Kine.* referred to the installation of a mercury arc rectifier supplied by the Electrical Equipment and Carbon Co., Ltd., to the Gem, Gravesend. This should have read the Super, which was opened on September 18.

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Guild Activities

PRESTON STRIKES UP

BRUM ARRANGES DANCE

Liverpool Television Talk

IT was due to a suggestion from Denis D. Browne that H. B. Smith, vice president of the Guild, opened the Preston Sub-Court on Sunday last. The Empire Theatre, Preston, very kindly loaned by H. D. Moorhouse, was the venue of a goodly crowd. Certificates were distributed and a genial personal welcome to each member was given by the vice-president.

The Manchester Court was represented by Denis D. Browne (chairman), Gerald Anderson (secretary), J. Campion (vice-chairman), Messrs. Whosjon, Baldwick and Milgate, of the committee.

V. Milgate gave a most interesting lecture demonstration on the Ernemann V and the Artisol arc lamp.

The following officers were elected:—Chairman, T. Gillibrand, Palace, Lancaster; vice-chairman, H. Eccles, Rialto, Blackburn; secretary, V. Bond, Empire, Chorley; treasurer, H. Spencer, Empire, Preston; committee: E. J. Jenkins, St. George's Theatre, Kendal; T. C. Ross, Empire, Blackpool; Chadwick, Star, Preston; H. Edmondson, Palace, Nelson; Poole, Lancaster; and J. Radcliffe, Pavilion, Chorley.

The next Preston meeting will take place at the Golden Cross, Lancaster Road, Preston, on October 15, at 11.15 a.m.

Projectionists' Dance

The Birmingham Court of the Guild of British Kinema Projectionists and Technicians have arranged to hold their annual carnival dance on Friday, November 3, at the West End Dance Hall, Birmingham. The programme will embrace dancing from 3 p.m. until 2 a.m., numerous prize items, old-time dances, surprise items, etc.

Last season this function was considered to be one of the most popular evenings on the social side of the Industry. Tickets may be obtained from any of the Birmingham kinemas or from the social organiser, W. A. Webb, 192, Sherlock Street, Birmingham.

Liverpool Lecture on Television

H. B. Smith, chief projectionist of the Trocadero, Liverpool, and vice-president of the Guild of British Kinema Projectionists and Technicians, announces that members of the Liverpool Court will have the opportunity on Sunday, October 8, of hearing an address on television by a very keen student of the subject—J. W. Piggott.

The venue of the meeting will be Ivanhoe, 18, Alexandra Terrace, Princes Road, Liverpool.

AGENCE DEBRIE

New Premises Taken

Owing to a typographical error, the new address of Agence Debrie was wrongly stated in last week's *Kine.*

Mrs. Howarth-Booth, who for so many years has handled the Debrie cameras and printing equipment in this country, points out that her new premises are at 96, Portland Place, the telephone number of which is Welbeck 7166.

The new premises will afford Mrs. Howarth-Booth much more extensive showroom space, particular prominence being given to the latest model of the Debrie "Super-parvo" noiseless camera.

ELECTROCORD REMOVAL

In order to meet the convenience of customers, Electrocord, Ltd., has taken over central premises in Leeds, situated on the first floor, Wellesley Buildings, 17, Wellington Street (next door to Universal Pictures, Ltd.).

Here a representative stock of every kinematograph accessory will be stocked, as well as Electrocord speciality products.

In addition to acting as sole distributors for many specialities, the entire requirements of the Trade will be covered, including all the most up-to-date equipment and accessories, furnishings and seating.

A cordial invitation is extended to all exhibitors to call. The branch will be under the personal management of A. Moody.

The aim of Electrocord is to offer the most efficient all-round service in Yorkshire.

"THAT'S A GOOD GIRL"
THE LEICESTER SQ. THEATRE RETURNS TO FILMS—USING "SHIP CARBONS" OF COURSE

Forthcoming Trade Shows

"EVIDENCE OF TRADE SHOW."

On form D of the Films Act, applicants for registration must give the names, dates of issue and folio numbers of the Trade papers in which notification of Trade show has been given.

It is sufficient to quote this page number and date of issue when filling in form D.

LONDON

DATE			TITLE OF FILMS.	STARS.	SHOWN BY.	PLACE.	TIME.
Wed.,	Oct.	4	Charlie Chan's Greatest Case ...	Warner Oland	Fox	Own Theatre	11 & 3
"		4	Hollywood Diet; Helen of the Chorus.	———	Fox	Own Theatre	11 & 3
"		4	I Loved a Woman	Edward G. Robinson ...	First National	Cambridge	8.45
"		5	General John Regan	Henry Edwards ...	United Artists	Cambridge	8.45
Thur.,		5	Love in Tents; Throwing the Bull	———	U.A.-Columbia	Cambridge	8.45
"		6	Betty Boop's Birthday; Jabs and	———	Paramount	Carlton	10.30
Fri.,			Jolts; The Pharmacist; Screen Souvenir, 2-13; Paramount Pictorial, P. 2-12; Jazz a La Cuba.				
"		6	He Knew Too Much	Preston Foster	Pathé	Phœnix	3
"		10	One Sunday Afternoon	Gary Cooper	Paramount	Carlton	10.30
Tues.,		10	S.O.S. Iceberg	Rod la Rocque	Universal	Cambridge	8.45
"		11	Bureau of Missing Persons	———	First National	Cambridge	8.45
Wed.,		12	Ladies Must Love	———	Universal	Cambridge	8.45
Thur.,		13	Broadway Singer	Claudette Colbert ...	Paramount	Carlton	10.30
Fri.,		13	Laughter in the Air	———	Universal	Phœnix	3
"							

BIRMINGHAM

Fri.,	Oct.	6	The Flaw	Henry Kendall ...	Paramount	Futurist	10.30
Mon.,	"	9	Hold Your Man	Jean Harlow	M-G-M	Scala	10.30
Tues.,	"	10	This Day and Age	Charles Bickford ...	Paramount	Futurist	10.30
"	"	10	Charlie Chan's Greatest Case ...	Warner Oland	Fox	West End	10.30
"	"	10	Easy Millions	Skeets Gallagher ...	Pathé	Forum	10.45
"	"	10	Crooks in Clover	Warner Baxter	M-G-M	Scala	10.30
Wed.,	"	11	I Loved a Woman	Edward G. Robinson ...	First National	Scala	10.30

BRISTOL

Sun.,	Oct.	8	Lady for a Day	May Robson	Columbia	King's	3
"	"	8	The Wrecker	Jack Holt	Columbia	King's	3

CARDIFF

Fri.,	Oct.	6	Easy Millions	Skeets Gallagher ...	Pathé	Queen's	11
"	"	6	This Day and Age	Charles Bickford ...	Paramount	Capitol	11
"	"	6	Show World	Alice Brady	M-G-M	Park Hall	11
Tues.,	"	10	Mixed Doubles	Jeanne de Casalis ...	Paramount	Capitol	11
"	"	10	I Loved a Woman	Edward G. Robinson ...	First National	Park Hall	11
Wed.,	"	11	Charlie Chan's Greatest Case ...	Warner Oland	Fox	Park Hall	11

GLASGOW

Fri.,	Oct.	6	Easy Millions	Skeets Gallagher ...	Pathé	Regal	10.45
"	"	6	Shorts	———	Paramount	Playhouse	11
Tues.,	"	10	Wanted; Her Splendid Folly	———	Butcher	Playhouse	10.45
Wed.,	"	11	This Day and Age	Charles Bickford ...	Paramount	Playhouse	11
"	"	11	Turn Back the Clock	Lee Tracy	M-G-M	La Scala	11

LEEDS

Fri.,	Oct.	6	Rafter Romance	Ginger Rogers	Radio	Rialto	11
"	"	6	Wanted; Her Splendid Folly ...	———	Butcher	Tower P.H.	11
"	"	6	This Day and Age	Charles Bickford ...	Paramount	Paramount	10.45
Tues.,	"	10	Three Cornered Moon	Claudette Colbert ...	Paramount	Paramount	10.45
"	"	10	Into the Blue	Annabella	Zenifilms	Tower P.H.	11
Thur.,	"	12	Turn Back the Clock	Lee Tracy	M-G-M	Tower P.H.	11

LIVERPOOL

Fri.,	Oct.	6	Morning Glory	Katherine Hepburn ...	Radio	Forum	11
"	"	6	I Loved a Woman	Edward G. Robinson ...	First National	Scala	10.45
"	"	6	The Flaw	Henry Kendall	Paramount	Futurist	10.45
"	"	6	Turn Back the Clock	Lee Tracy	M-G-M	Majestic	11
Tues.,	"	10	Three Cornered Moon	Claudette Colbert ...	Paramount	Futurist	10.45
"	"	10	Rafter Romance	Ginger Rogers	Radio	Forum	11
Thur.,	"	12	S.O.S. Iceberg	Rod la Rocque	Universal	Scala	10.45
"	"	12	Charlie Chan's Greatest Case ...	Warner Oland	Fox	Trocadero	11

MANCHESTER

Fri.,	Oct.	6	Easy Millions	Skeets Gallagher ...	Pathé	Theatre Royal	10.45
"	"	6	Shorts	———	Paramount	Paramount	10.45
"	"	6	Crooks in Clover	Warner Baxter	M-G-M	Market Street	10.45
Tues.,	"	10	This Day and Age	Charles Bickford ...	Paramount	Paramount	10.45
Wed.,	"	11	Hold Your Man	Jean Harlow	M-G-M	Market Street	10.45

NEWCASTLE

Fri.,	Oct.	6	Rafter Romance	Ginger Rogers	Radio	Stoll P.H.	11
"	"	6	Mixed Doubles	Jeanne de Casalis ...	Paramount	Paramount	10.30
Tues.,	"	10	Turn Back the Clock	Lee Tracy	M-G-M	Olympia	11
"	"	10	The Flaw	Henry Kendall	Paramount	Paramount	10.30
"	"	10	Crooks in Clover	Warner Baxter	M-G-M	Olympia	11
Wed.,	"	11	Her Splendid Folly; Wanted ...	———	Butcher	Queen's	10.30

NOTTINGHAM

Fri.,	Oct.	6	Morning Glory	Katherine Hepburn ...	Radio	Elite	11
Tues.,	"	10	Mixed Doubles	Jeanne de Casalis ...	Paramount	Scala	10.45
"	"	10	Lady for a Day	May Robson	Columbia	Elite	11
Wed.,	"	10	The Flaw	Henry Kendall	Paramount	Scala	10.45
"	"	11	Rafter Romance	Katherine Hepburn ...	Radio	Elite	11
"	"	11	Hold Your Man	Jean Harlow	M-G-M	Scala	11
Thur.,	"	12	Crooks in Clover	Warner Baxter	M-G-M	Scala	11

SHEFFIELD

Fri.,	Oct.	6	Easy Millions	Skeets Gallagher ...	Pathé	Hippodrome	11
"	"	6	Morning Glory	Katherine Hepburn ...	Radio	Central	11
Tues.,	"	6	Hold Your Man	Jean Harlow	M-G-M	Cinema House	11
"	"	10	Mixed Doubles	Jeanne de Casalis ...	Paramount	Cinema House	10.45
"	"	10	Rafter Romance	Ginger Rogers	Radio	Hippodrome	11
"	"	10	The Fire Raisers	Leslie Banks	W. & F.	Regent	11

Registered Under the Act

BY the courtesy of the Editor of the *Board of Trade Journal*, we are enabled to present a list which covers the period September 15 to September 26. Films the names of which appear in italics are parts of series (or serials).

BRITISH.

Title of Film.	Registered by.	Maker's name.	Length (feet).	No.
SEPTEMBER 15.				
Home Sweet Home ...	Radio	Real Art ...	6,502	Br. 9201
SEPTEMBER 18.				
I Spy	Wardour ...	B.I.P.	6,196	Br. 9210
SEPTEMBER 19.				
Tiger	A.B.F.D.... ...	Wyndham Films	6,360	Br. 9222
SEPTEMBER 20.				
Going	Sterling	Windsor	7,057	Br. 9223
SEPTEMBER 22.				
Paris	M-G-M ...	Sound City ...	5,050	Br. 9226

FOREIGN.

SEPTEMBER 15.				
Art in the Raw	Radio ...	R.K.O.	1,751	F. 9202
In the Park	" ...	Amedee J. Van Beuren.	597	F. 9203
No Marriage Ties ...	" ...	R.K.O.	6,467	F. 9204
Mickey's Race ...	" ...	Larry Darmour...	1,642	F. 9205
Bubbles and Troubles	" ...	Amedee J. Van Beuren.	637	F. 9206
Wanted	Butcher's ...	Showman Pictures	5,734	F. 9207
Doctor Bull	Fox	Fox	7,140	F. 9208
The Banker's Daughter	" ...	Paul Terry and Frank Moser.	529	F. 9209
SEPTEMBER 18.				
Before Dawn	Radio	R.K.O.	5,430	F. 9211
Evidence in Camera ...	" ...	" ...	5,444	F. 9212
Hook and Ladder Hokum.	" ...	Amedee J. Van Beuren.	667	F. 9213
Good Housewrecking...	" ...	R.K.O.	1,840	F. 9214
A Dizzy Day	" ...	Amedee J. Van Beuren.	753	F. 9215
Mickey's Big Broadcast.	" ...	Larry Darmour ...	1,767	F. 9216
The Last Trail ...	Fox	Fox	5,550	F. 9217
Twin Dukes and a Duchess.	" ...	" ...	830	F. 9218
Tropical Fish	" ...	Paul Terry and Frank Moser.	515	F. 9219
Three Cornered Moon	Paramount ...	Paramount Inter.	6,930	F. 9220
Dream Stuff	" ...	" ...	1,765	F. 9221
SEPTEMBER 20.				
Easy Millions ...	Pathé	Freuler Film Associates.	5,092	F. 9224
Lady for a Day ...	Columbia ...	Columbia ...	8,678	F. 9225
SEPTEMBER 22.				
The Wrecker ...	" ...	" ...	6,494	F. 9227
King of the Wild ...	" ...	" ...	5,838	F. 9228
SEPTEMBER 23.				
The Pirate Ship ...	Fox	Paul Terry and Frank Moser.	508	F. 9229
Emma's Dilemma ...	"	Fox	709	F. 9230
Shanghai Madness ...	"	"	5,784	F. 9231
SEPTEMBER 25.				
Turn Back the Clock	M-G-M ...	M-G-M ...	7,086	F. 9232
SEPTEMBER 26.				
Tied for Life ...	Gaumont Ideal ...	Educational ...	1,703	F. 9233
Farmer Alfalfa's Bedtime Story.	" ...	Paul Terry ...	532	F. 9234
Hooks and Jabs ...	" ...	Educational ...	1,919	F. 9235
Twilight in a Gipsy Camp.	Equity British ...	Imperial Dist. ...	800	F. 9236
Love is King	" ...	" ...	900	F. 9237
Her Memories of Mexico	" ...	" ...	900	F. 9238
Hot Pepper	" ...	" ...	800	F. 9239
Lonely Troubadour ...	" ...	" ...	800	F. 9240
Harmonica Harry ...	" ...	" ...	930	F. 9241

*** The length of the film entitled "The Love Nest" (Br. 9063) has been altered to 5,653 ft.

*** The length of the W. & F. film entitled "Falling For You" (Br. 8928) has been altered to 7,391 feet.

*** The length of the Universal film entitled "Laughing at Life" (F. 8999) has been altered to 6,259 ft.

*** The length of the Wardour film entitled "Heads We Go" (Br. 8981) has been altered to 6,874 feet.

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Extract from letter.

Sept. 30th, 1933.

Since our "ad." appeared on Sept. 14, a rectifier a day has been ordered—directly traceable to your paper.

The first day, two exhibitors came to the works to try them, and ordered.

Thanks,
A. C. Morrison.

What other paper could give equal results?

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The most comprehensive book ever written on the work of the projectionist. His troubles and how to avoid or rectify them.

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Advertisers using Box Numbers are particularly requested to return any testimonials, photographs, etc., they may receive from unsuccessful enquirers when stamped envelope is supplied

SITUATIONS VACANT

ENTERPRISING Manager wanted, man with first-class references; state age and experience.—Write Secretary, The Picture House (Pudsey), Ltd., Pudsey, Leeds.

MANAGER required for two kinemas, licensed bar, ballroom and flats.—Apply by 13th inst., with full particulars (including salary required) and testimonials, to R., Box 464, Kinematograph Weekly.

WANTED, first-class Electrician-Operator, experienced Kalee machines, B.T.-H. and A.W.H. sets.—All particulars, salary required, references, to Onda, Kinema House, Old Vicarage, Preston.

SITUATIONS WANTED

W. W. LLOYD, booking manager Northern combines 12 years, Rialto, Hull, and manager, Savoy, Hull, three years; expert showman; 1st and 2nd "Kine." winner 1933; control or work to instructions; anywhere; bonds, reference and reasonable wage.—317, Beverley Road, Hull.

WEST END Manager (disengaged), height 6 ft., smart personality, 49; first-class advertiser ("Kine" prizewinner twice); used to controlling large staffs; nominal salary and commission preferred; exceptional references.—Q., Box 465, Kinematograph Weekly.

MANAGER (38), three years last position, seeks post anywhere; the advertiser has eighteen years' experience, is well versed in every branch of the industry, and is a showman with ability; excellent testimonials; bond; moderate salary.—Manager, 11, Crendon Street, High Wycombe, Bucks.

BRILLIANT Kinema Unit Organist desires immediate engagement; late organist provincial Super.—77, Moor Lane, Brierley Hill.

SECOND Operator seeks employment, talking picture experience, Western Electric apparatus, also able to do electrical work.—S., Box 465, Kinematograph Weekly.

OPERATOR-ELECTRICIAN, disengaged; 19 years' experience, W.E. and B.T.-H., any projector; excellent references; £3.—A. Jones, 73, Wynford Road, N.1.

WESTERN Electric Operator seeks engagement; any machines, arcs, oil engines; 18 years' experience; good references.—Penny, Vicarage Road, Henley, Oxon.

REFINED Young Lady Secretary, age 24, seeks change; six years' film experience; excellent refs.; capable take charge office; smart appearance.—J., Box 456, Kinematograph Weekly.

OPERATOR-ELECTRICIAN, 17 years' experience; full W.E. experience; any plant or machines; all repairs.—G., Box 426, Kinematograph Weekly.

EXPERIENCED Operator desires engagement with reliable employer; highly recommended; moderate terms for country engagement.—Offers to T., Box 466, Kinematograph Weekly.

TIP-UP AND OTHER CHAIRS

ALL NEW Velvet Arm Chairs, 4s. 11d. complete.—Hellenbrand, Bournemouth Park Road, Southend-on-Sea.

FOR SALE.—Contents of several West End Theatres; 1,000 tub, 1,000 red, 1,000 blue tip-up chairs; all in good condition.—Cinema Supply Co., 16, Hanway Street, Tottenham Court Road, W.1. 'Phone: Museum 3891.

APPARATUS FOR SALE AND WANTED

SPROCKETS; Sprockets! Sprockets! To fit any make of projector; intermittent Sprockets 14s. each, guaranteed accurate to fine limits; top and bottom, 15s. each; cash returned if not satisfied.—Imperial Sound System, 71, St. Barnabas Road, Leicester. 'Phone 27396.

FILMS FOR SALE.

SERIALS, Features, Comedies, Educational; enormous selection; exports to all parts of the world; sale or hire.—Baer, 176, Wardour Street, W.1. Established 1907.

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PICTURE THEATRES FOR SALE AND WANTED.

THE SCOTIA PICTURE HOUSE, DENNISTOUN. FOR SALE BY PRIVATE BARGAIN.—The above Picture House property, situated in Millerston Street, Dennistoun, Glasgow, and having a good access frontage from Duke Street. The property belongs to the Scotia Picture House, Ltd., and is at present occupied by the Douglas Picture House, Ltd. Seating capacity, 1,250. The ground area, per title measurement, is 1,260 square yards or thereby. Feuduty £13 8s. 8d. For further particulars, apply to H. MacRobert, C.A., 26, West Nile Street, Glasgow, or MUIR WILSON, CRAWFORD AND HARVEY, Solicitors, 190, West George Street, Glasgow.

By Order of the Court.
In the High Court of Justice—Chancery Division—Mr. Justice Luxmoore. 1933 c. 1156. Gundy v. Meredith and Gundy.
PLAISTOW.
Messrs.
DEBENHAM, TEWSON AND CO.,
will, pursuant to an Order in the above Action, sell by Auction at The Mart, No. 155, Queen Victoria Street, E.C.4, on the 17th OCTOBER, 1933, at 2.30, the very valuable
FREEHOLD PROPERTY
known as
THE CENTRAL CINEMA, PLAISTOW, E.
SEATING CAPACITY OF 800.
Let on Lease to Mr. F. Parnell for a term of 21 years from 19th February, 1918, at a rent of **£400 PER ANNUM.** Lessee covenanting to repair and pay Rates, Taxes and Insurance.
Particulars of THE AUCTIONEERS, 80, CHEAPSIDE, E.C.2.

PICTURE THEATRES—Continued.

WE SELL CINEMAS
Quickly. Quietly. And without Publicity
Buyers waiting for Halls of all Sizes; at all Prices; in all Parts.
CLEMENT BLAKE & DAY
THE *Cinema Agents*
22, Wardour St., W.1.

THEATRE in South Wales; rent, including rates, heating, cleaning, £16 per week; seating 1,300.—Inquiries, J. O. Wyndham, Ltd., 46, Charles Street, Cardiff.

FLEURET HAXELL MARKS & BARLEY

will SUBMIT TO COMPETITION at the LONDON AUCTION MART, 155, QUEEN VICTORIA-STREET, E.C.4, on TUESDAY, OCTOBER 17th, 1933, at 1 O'CLOCK, the following property (unless previously disposed of):—

To Cinema Companies, Brewers, Builders and Investors.

Sale of a very fine PROPERTY, being

FREEHOLD AND FULLY LICENSED,
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